

CIRCULATE

UNIVERSITY OF HAWAII

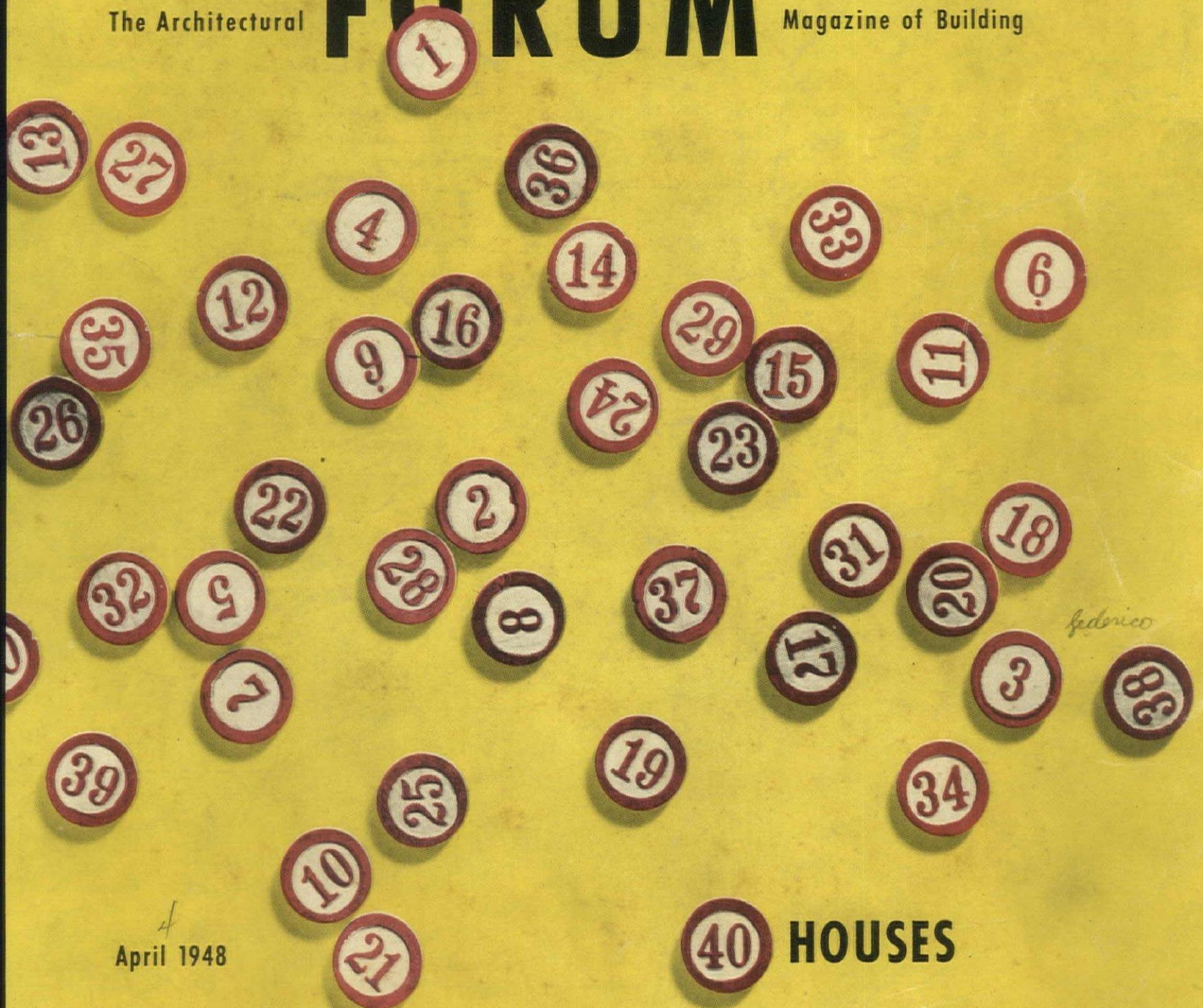
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The Architectural

# FORUM

Magazine of Building



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4  
April 1948

40 HOUSES



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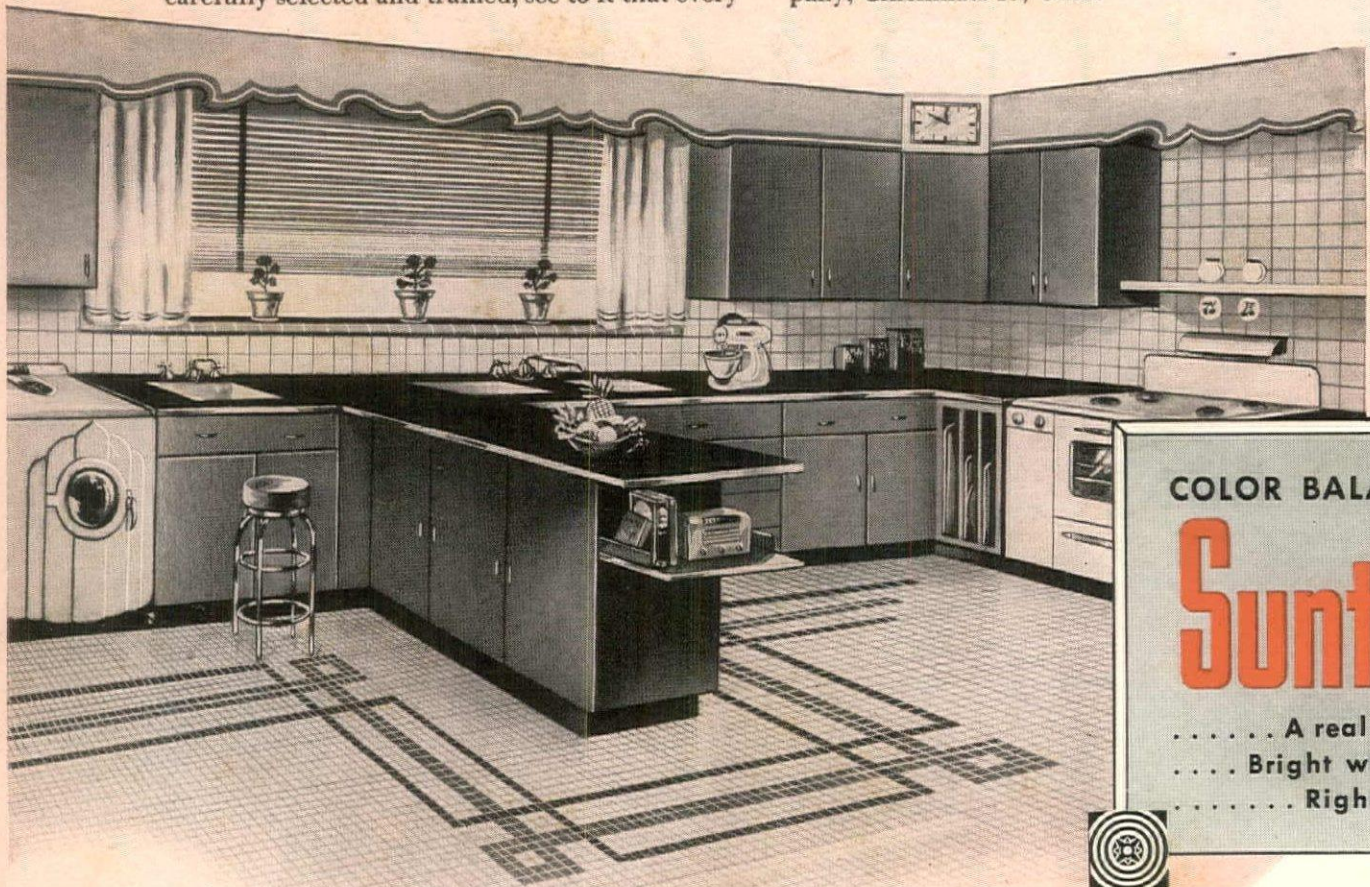
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**third: THAT SOUND CONDITIONING MATERIALS ARE NOT ALL ALIKE...**

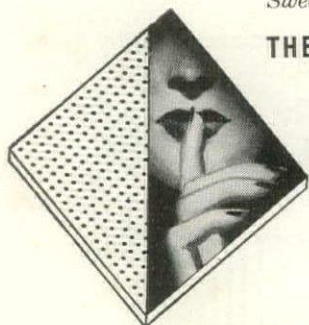
Two materials may have identical Noise Reduction Coefficients, yet differ widely in use and application. Celotex acoustical products include materials for every type of noise reduction or acoustical correction problem. *That is where our quarter century experience in sound conditioning may be a real help to you...in selecting the right product for a particular specification.*

YOU ARE INVITED to submit your acoustical problems to a trained sound technician—your nearest distributor of Acousti-Celotex products.

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# FORUM

The Architectural  
MAGAZINE OF BUILDING

APRIL 1948

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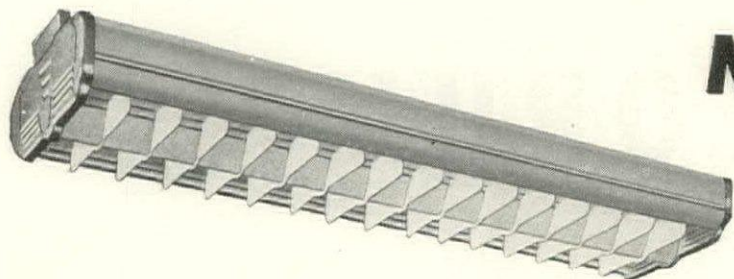
Farmhouses . . . structural engineering . . . structural systems.



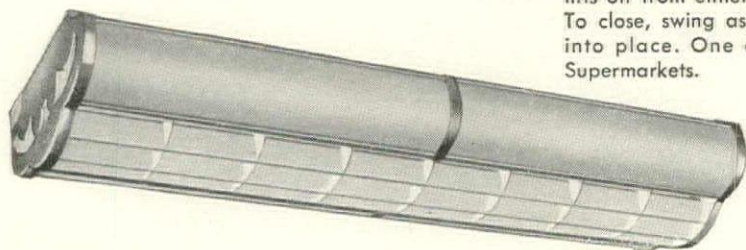
# Fluorescent

# FIXTURES

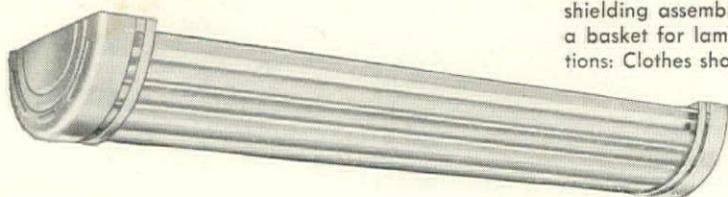
## MADE BY SYLVANIA FOR



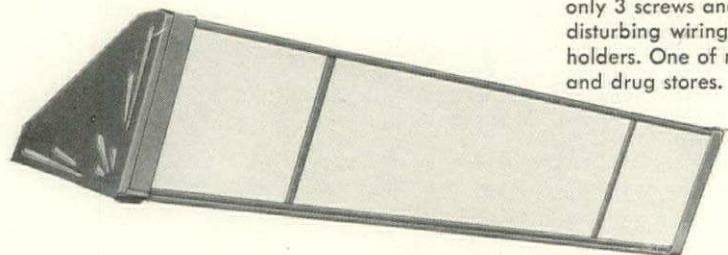
**CL-246** (two 40-watt lamps). Entire shielding lifts off from either side and swings down. To close, swing assembly upward and lift into place. One of many applications: Supermarkets.



**C-205** Complete with two 40-watt lamps. By pressing two fastening levers, the entire shielding assembly swings down, providing a basket for lamps. One of many applications: Clothes shops.



**C-200** Reflector is joined to top-housing with only 3 screws and can be removed without disturbing wiring, ballast, starters or lamp-holders. One of many applications: Variety and drug stores.



**C-201** Glass-diffused; four 40-watt lamps. Fluted panels are hinged to end caps and swing outward or lift away from the fixture entirely. One of many applications: Drafting offices.

## Easiest to Install!

These complete packages of light may be surface or pendant mounted. Strategically placed knockouts make pendant stems easy to use. The secret of this marvelous ease of installation is in the careful simplicity of design incorporated in every fixture . . . coupled with overall rugged construction.

Here they are! The commercial fluorescent fixtures that save your clients money and time because they're the easiest to install, easiest to maintain.

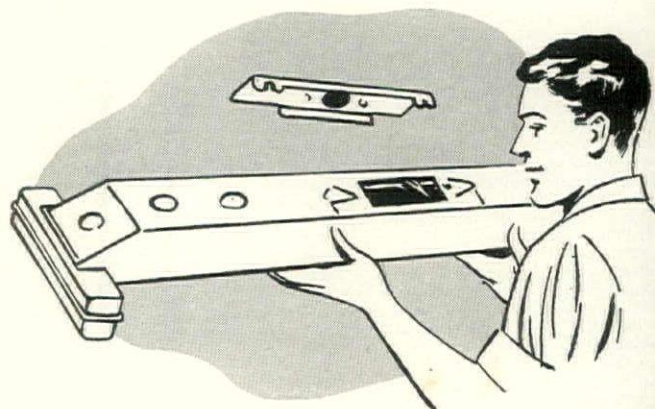
That means a big saving on labor costs. And with good, experienced labor hard to get, you want fixtures that go up to stay up for good.

All this stems from one basic fact: Sylvania. Fluorescent fixtures are the tops in quality. The styling, the materials used, the ease of maintenance features are the result of advanced

## SIMPLIFIED

The commercial units in Sylvania's more recently developed "design family" of fixtures are featured by a new and exclusive center mounting bracket which makes installation the simplest possible job. One man can do it alone in a jiffy.

For surface mounting—a large knockout in the bracket is removed and the bracket is fastened to the ceiling, with the hole in the bracket directly over the outlet box. Then the fixture is lifted onto the hinge of the bracket. Wires are spliced and tucked into the outlet box. The f



SYLVANIA'S CENTER MOUNTING BRACKET



# SYLVANIA

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC



# URES!

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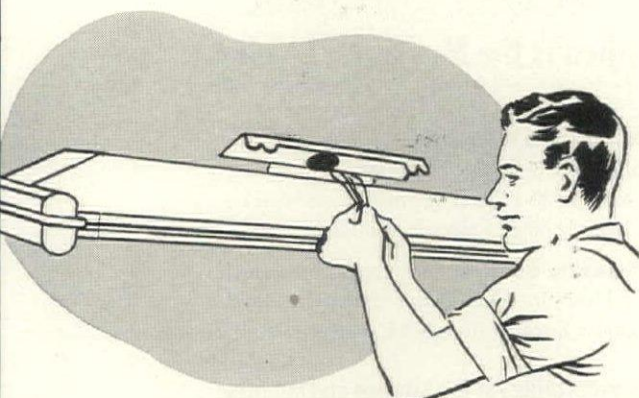
Research and production techniques. "Basic Design" construction makes them the most versatile fixtures on the market. It's a cinch to add louvers or glass panels to the *same chassis* depending on the effect or style desired. All fixtures may be surface or pendant mounted. All are manufactured with the AFL label.

Sylvania fixtures are described in Sweets' Section 30a/17. For descriptive literature, write Sylvania Electric Products Inc., Fixture Division, Ipswich, Mass.

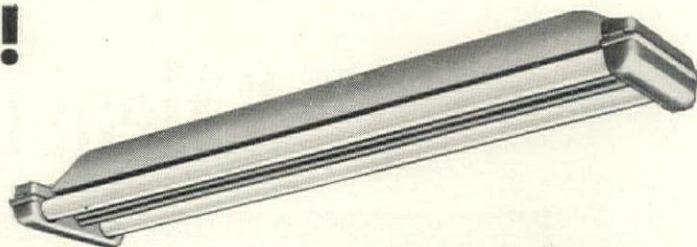
### INSTALLATION

is swung up into place and made fast with two machine screws.

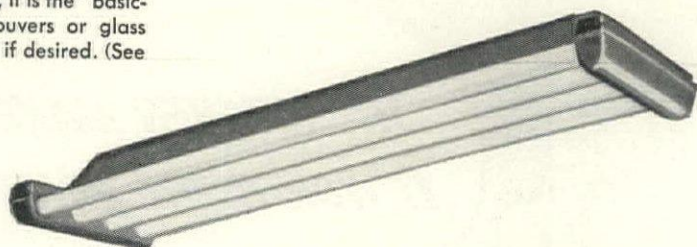
For pendant mounting, simply remove two small knockouts to admit the stems through the bracket. Fasten the bracket to the stems with locknuts and continue as in surface mounting. Mounting brackets may be spaced to permit installation of fixtures in continuous rows, with branch circuit wiring carried through the nipple supplied with each joining assembly. That's simplified installation for you—found only in Sylvania Fluorescent Fixtures!



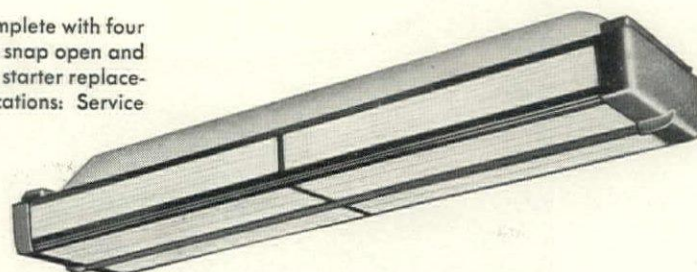
MAKES IT AN EASY ONE-MAN JOB



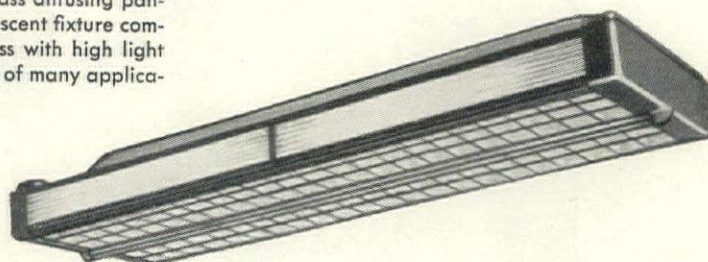
**C-240** Complete with two 40-watt unshielded lamps. Along with the C-440, it is the "basic-chassis" fixture to which louvers or glass panels may be easily added if desired. (See CL-440 and CG-440.)



**C-440** Unshielded fixture complete with four 40-watt lamps. The end caps snap open and swing down for easy lamp or starter replacement. One of many applications: Service stations.



**CG-440** Equipped with glass diffusing panels, this four 40-watt fluorescent fixture combines low fixture brightness with high light output and efficiency. One of many applications: Office buildings.



**CL-440** The shielding assembly of this louvered version of C-440 hinges downward and may be completely removed for easy cleaning. One of many applications: Department stores.

### *Easiest to Maintain!*

You can see from the descriptions that accompany each fixture what we mean when we say that these Sylvania Commercial Fixtures are the *easiest to maintain*. In addition, high temperature baked enamel reflectors (and louvers) wipe clean in a jiffy!

# ELECTRIC



LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



# Why Hotpoint Kitchens Are The "Measure Of Value"

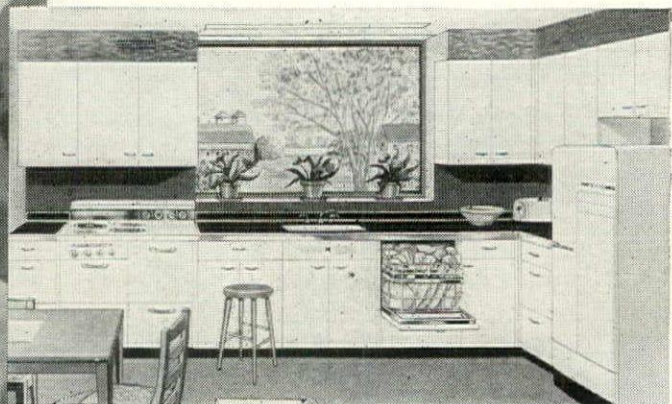


*Everybody's Pointing to*

## *Confidence Goes Up, Prices Seem Lower, When Home-Buyers Look At The Kitchen*

**B**UILDING COSTS are steep today, but buyers find that prices look more reasonable through the windows of a Hotpoint All-Electric Kitchen. That's because thirty million people know Hotpoint is a reliable measure of value—the finest in electric kitchens.

**Alert Builders** and architects find that it pays to invest enough extra and make the kitchen a real showplace. For powerful advertising and merchandising have made Americans kitchen conscious. And they look to Hotpoint for the biggest values.



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**Hotpoint All-Electric Kitchens** create confidence in the quality of the whole house. The price seems better, too, for in many cases a "package mortgage" can be arranged to include cost of electric appliances.

**See Your Sweet's Catalog** for details or consult your nearest Hotpoint Distributor. Hotpoint Inc., 5687 West Taylor Street, Chicago 44, Illinois.

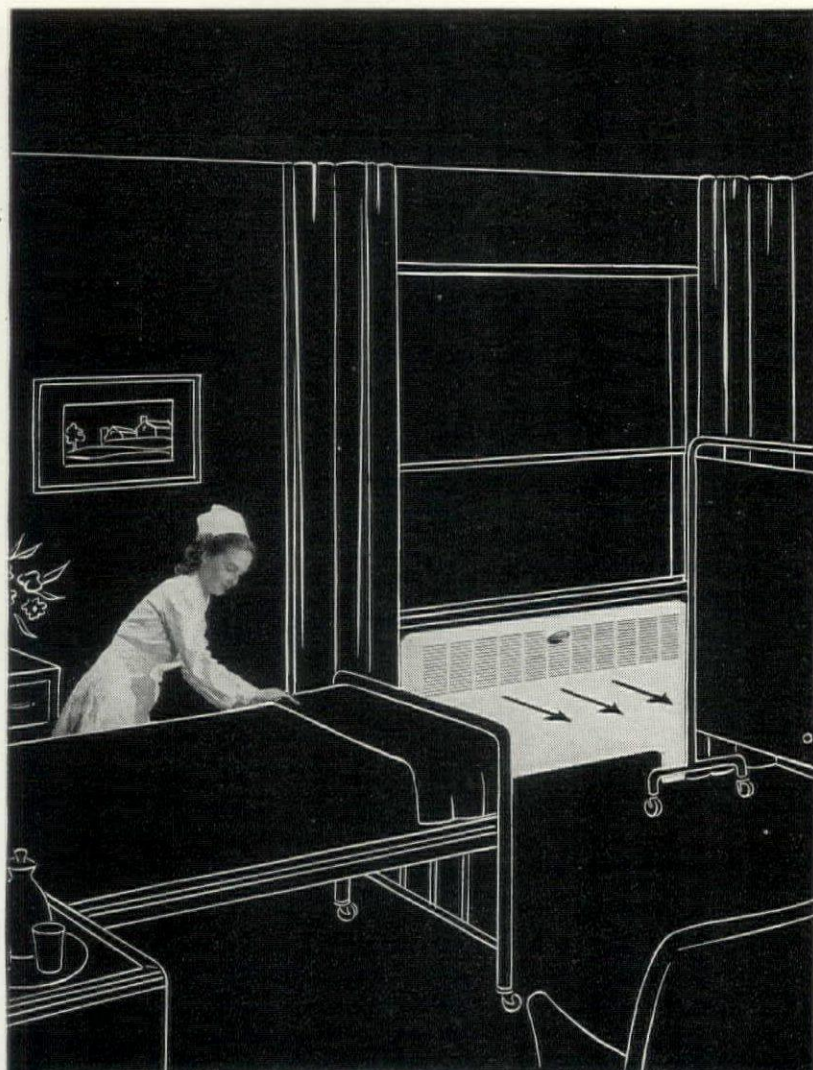
### **Hotpoint has everything for the kitchen and laundry:**

RANGES • REFRIGERATORS • FREEZERS • DISHWASHERS • DISPOSALS\*  
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**PIONEER IN THE ALL-ELECTRIC KITCHEN**





1

#### HERE'S RADIANT HEATING

See those arrows coming from the Modine Convector Panel below the window? That's *radiant heating* — mild radiant heat in just enough quantity to offset heat loss from window area.



2

#### HERE'S CONVECTION HEATING

These arrows illustrate *convection heating*. Hot water or steam passes through copper heating unit which draws cooler, floor-line air into bottom of convector where it's warmed, rises and passes out through grille.

## Modine Convector Radiation blends both for the greatest forward step in modern heating science!

**M**ODERN heating at its best — that's what engineers and architects are calling Modine Convector Radiation. This blended combination of radiant heating and convection heating is the dependable new hot water and steam heating system for moderate cost homes and apartments . . . as well as commercial and institutional buildings.

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# NOW-EASY PLANNING FOR ARCHITECTS!

For Larger Kitchens...

**5 KELVINATOR REFRIGERATORS  
ALL ONE WIDTH—31¼ INCHES!**

**4 KELVINATOR RANGES  
ALL ONE WIDTH—39 INCHES!**

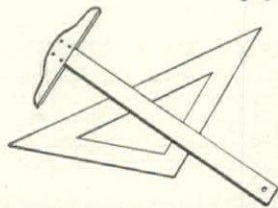
Just pick your model by budget . . . Kelvinator Refrigerators and Ranges are built to a standard size!

For big kitchens, it's Kelvinator's *new kind of refrigerator*. *Top-to-Bottom* refrigeration for the first time ever. Inside, 8½ cu. ft. within the shelf area, *plus* approximately 2 cu. ft. used by the new *refrigerated Fruit Freshener* . . . but with no increase in floor space. A fitting companion is Kelvinator's "Automatic Cook" electric range, now with all controls on the new back panel . . . easy to see and to reach. "Up-Down" unit converts from deep well cooker to 4th surface unit . . . giant double unit oven . . . new electric-fast surface units . . . pressure cooker available for deep well!



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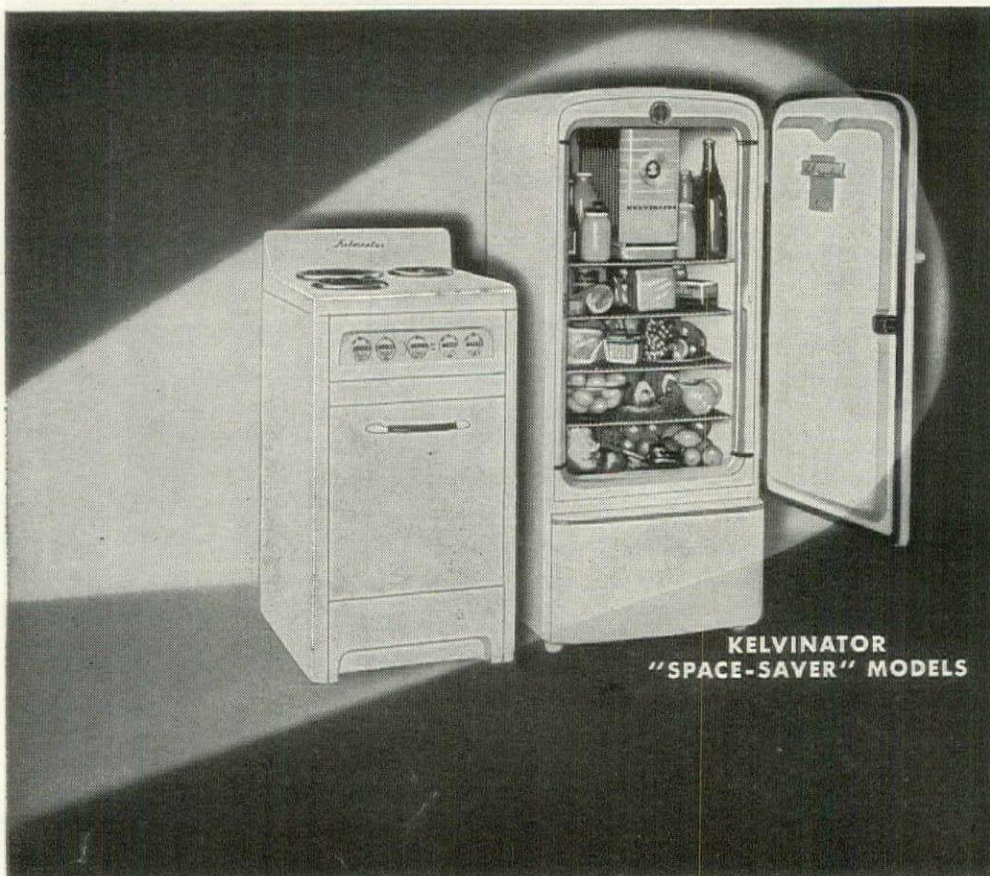
**Kelvinator**  
— of Course !

For Smaller Kitchens...

## "SPACE-SAVER" PACKAGE

**Big Kitchen Advantages For Small Kitchens!** "Space-Saver" refrigerator, 24" wide, is full 6 cu. ft.—holds 50% more food than the pre-war model of identical outside dimensions. Companion range is only 21" wide—new design permits installation flush against wall. Stars a full-size oven . . . three surface cookers—one 8", two 6". Kelvinator quality through and through!

For further information, write to Kelvinator Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.



KELVINATOR  
"SPACE-SAVER" MODELS



# NEWS

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**BUILDING MONTH.** Last month, for the first time in seven years, the Building Industry was finally free of government war controls (save only rent control on existing dwellings.) But, even as Congress voted to end the last tag end of controls—the permit system for amusement and recreation structures, Building—and Building's customers—looked anxiously ahead to what military preparations might mean to the future of their industry and to the future of the U. S. It seemed clear beyond a doubt that the nation was embarked on a program that meant spending billions for defense. The question that would set the Building pattern over the next year could not yet be answered: how much will military spending cut into the national steel supply?

Projected ERP allocations were already allowed for in figuring the national steel budget: there would be enough steel for ERP needs and high-level domestic production, too. But if the destiny of the U. S. demands extensive armament production over the next year—either in our own plants or in Europe—steel allocation will become a necessity. Although nobody in the U. S. will like the prospect, steel allocation inevitably means government control of all industrial production. In Building, next to the automobile industry the biggest steel customer, steel allocation means a revival of the building permit system. The National Security Resources Board, an agency set up by the Army-Navy merger act, was already hard at work planning how the industrial and natural resources of the U. S. could best be mobilized for defense—or for war.

But immediate expenditure for the kind of armaments that eat heavily into steel was much less likely than certain and speedy expenditure for increased air power. Aircraft production on the scale now being discussed by Congressional and military leaders means virtually total use of the nation's aluminum supply—a probability not cheerful to the small rear-guard of those who hope to use aluminum for the factory-built house. Stepped up aircraft production would mean maximum use of the fractional horsepower motors used in electric home appliances. But it would not mean steel rationing.

Building could anticipate, as universal military training loomed, an increasing drain on its manpower, little improvement in apprentice training. There was already a slowdown in war plant disposal: last month twelve ordnance and five aircraft plants were quietly removed from the surplus list.

Increased military budgets were certain to lead to more construction for troop training and housing. The U. S. would not yet build atomic cities like Henry Churchill's concrete honeycomb (see p. 11), but it would start on prototype plants in which industry will see how it can—if it has to—produce for atom war.

On the housing front, the political struggle of an election year effectively befogged the housing legislation before Congress. The T-E-W bill, as amended by Senator Flanders, seemed likely—with the help of Senator Taft's friends—to pass the Senate, unlikely to pass the House. While Congress fought this out, extension of FHA Title VI financing aid for private housebuilding hung in the balance, maintained only by a stop-gap 30-day extension.

## WASHINGTON

### NEW HOUSING BILL

**Flanders persuades Committee that many kinds of action are needed**

When Congress set up the Joint Committee on Housing seven months ago, many an opponent of public housing confidently expected that the Committee, sponsored by conservative Republicans, would shut the door tight to any more government-built low-rent housing. It was generally expected that the Committee would confine its eventual prescription to only the mildest doses of government aid to private industry.

These expectations had not made allowance for Senator Ralph Flanders, a Vermont Republican who approaches any legislative problem the way he starts to design a new machine tool. Senator Flanders, who "bound out" to Vermont farmers as a boy and started his climb to eminence by planning machines that would do his weeding for him, believes that scrupulous and exhaustive examination of any problem is the only way to arrive at a solution. Moreover, Flanders (former president, Jones & Lamson Machine Co.) is about as susceptible to political considerations as a slab of Vermont granite. In these ways, he stood out in a Committee that had been set up principally for a political purpose.

The Committee had been initially sparkplugged by Senator Joseph R. McCarthy, the youngest (38) member of the Senate, a freshman who had displaced Bob LaFollette in the Republican primaries in Wisconsin.

Peppery liberal Senator Charles Tobey (Rep., N. H.) had headed the list of Senate appointments to the Housing Committee and, by all normal rules of procedure, should have been elected chairman. But McCarthy thought that Tobey was too friendly to public housing, and maneuvered to give the chairmanship to Representative Charles Gamble (Rep., N. Y.), ranking member of the House contingent. Then he got himself elected vice-chairman. After that, table-thumping Senator McCarthy acted as if he were running the whole show.

While McCarthy got the headlines, Republican big-wigs calculated just how far



the Committee would go. Housing-conscious Senator Taft, who has been sponsoring a comprehensive housing bill for the last three years, was not a member of the Joint Housing Committee. But he was mighty interested in what the Committee would recommend. If the Committee called for more government action on housing, it could hardly avoid echoing his own carefully studied and early-bird T-E-W bill. Such a recommendation would have the added advantage of forcing influential House Republicans (floor leader Halleck of Indiana is one of Dewey's best friends) to go on record as to where they stand on housing. If they

Acme Photo



Flanders: action

turned down the Committee proposal, the political gain would be housing-sponsor Taft's. If they accepted it, Taft could argue that his leadership forced them to.

Against this background of discord and politics, Senator Flanders had quietly gone to work. He was extremely interested in housing, as he earlier had been in unemployment (NRA Industrial Advisory Board) and in full postwar production (chairman, research division, Committee for Economic Development). He talked to builders, lenders, manufacturers, professional housers, material dealers. Then he carefully wrote down what he thought our housing problems are and what should be done about them.

The Senator thought that FHA mortgage insurance should be extended to working capital loans to large-scale housebuilders and to yield insurance for the rental housing investor. He thought that FHA's Title VI should be extended for another year with a stiffened appraisal base and that the government secondary market for VA and FHA mortgages should be reconstituted. He thought the government should make capital grants to start urban redevelopment, also help build 500,000 units of low-rent housing every year for the next five years. He wrote all this down in a report, which a majority of the Committee approved, and as amendments to the long-lived Taft-Ellender-Wagner housing bill, which the Senate Banking Committee planned to send to the Senate floor without hearings.

Although Senator McCarthy objected to the public housing proposal and introduced a rival bill of his own, chances were good that the Flanders' bill would pass the Senate in April. But it would meet stiff opposition in the House.

## NIGHTMARE

### Veterans take some housing complaints to court and refuse to make payments

Some veterans' dream houses had already turned into nightmares, and some fly-by-nighters who had tried to move in on the housebuilding business were in heavy trouble in the courts. In Baltimore, 2,000 veterans served notice that they would make no more mortgage payments—until their jerry-built houses are brought up to specifications. In Pittsburgh, 44 veterans were suing housebuilders for alleged violations of priority and price ceiling regulations. In the New York area, the Office of the Housing Expediter had awarded \$15,000 to veterans as repayment for such violations.

The federal government's role as housebuilding boss until December 24, 1946 provided the legal base for the veterans' actions. To qualify for housebuilding priorities during the control period, builders had been required to stick to established ceiling prices and to specifications filed with federal housing offices.

Although FBI men had shown up in Baltimore to help check records on the veterans' complaints, the federal government was trying to stay out—officially—of the snarl about mortgage payments (lenders are not liable for builders' failure to meet buyers' expectations). But VA and FHA, who are backstopping most of these mortgages, were unofficially pressing offending contractors to make good. Main pressure: the threat of future "rating down" or refusal of any more FHA commitments.

#### The new rent control law—

1. Continues control until March 31, 1949.
2. Decontrols amusement and recreation building.
3. Empowers local rent boards to make decisions on rent decontrol or on rent boosts, but permits the Housing Expediter, if he disagrees, to refer local board decisions to the Emergency Court of Appeals.
4. Permits the Housing Expediter to seek injunctions against landlords in eviction cases if he thinks the law is being violated. (Heretofore the Expediter's injunctive powers have covered only rent overcharges.)
5. Permits landlords and tenants to enter into voluntary one-year leases calling for a 15 per cent increase, and extends such leases made under the 1947 law for another year.
6. Give high income tenants in public housing projects another year's stay if housing is so tight in their areas that they have no other place to go.

## ATOMIC CITY

### Will a concrete honeycomb keep modern man from burrowing underground?

In an atomic age, must man, to survive, go underground? Famed architect and planner Henry Churchill says no and, with engineer Fred Severud, has designed a city that he thinks could withstand the force of atomic explosion.

The Churchill-Severud atomic city, shown in diagram on the page opposite, is like a giant concrete honeycomb. The designers explain it this way:

"The structural concrete forms are designed for maximum resistance in vertical, longitudinal and horizontal section and are of adequate size to house basic productive machinery, utility lines and storage of vital materials. These protecting structures are placed in the honeycomb pattern to provide the maximum number of points of resistance to diagonal or horizontal thrust and thus confine the force of the explosion to one cell area.

"The expendable elements of the city would be built in the hexagonal areas surrounded by the network of indestructible buildings. This provides an efficient division of space for human safety since no point would be more than a quarter-mile from a bombproof structure."

Churchill thinks the concrete city would cost less than underground construction and could be built anywhere. So far, he has had no calls from clients.

## FACTS SHORTAGE

### Congress may cut BLS budget

Congress was considering cutting the nation's only voice of housing facts down to a mumble. The Bureau of Labor Statistics, which keeps both the lawmakers and the industry informed on building figures (housing and construction volume, labor trends, costs and expectations) had its requested \$5,389,200 appropriation for fiscal year 1949 cut to \$2½ millions by the economy-bent House Appropriations Committee. In late March, the Bureau was still hoping that the Senate Appropriation Committee might restore all or part of the budget slash.

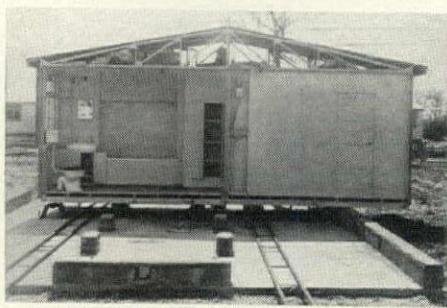
If the cut stands, housing and construction statistics, now budgeted within the department at \$381,581, would probably face a \$200,000 amputation. "A sharp drop in construction, the softening of employment in a key industry, or an outbreak of industrial disputes may carry serious import," Commissioner Ewan Clague pleaded last month before the Senate Appropriations Subcommittee. "We must not be ignorant of such developments. Economic knowledge is one of this country's great sources of power. We cannot afford to throw it away."





### REYNOLDS TAKES A LOOK

The Reynolds Metals Co., who already produce aluminum roofing, siding, insulation, etc., have imported a sample of the aluminum houses now being turned out by a British aircraft plant. Reynolds has erected the sectional house at Glendale, Long Island and intends to study it carefully. Five British engineers accompanied the aluminum house and will explain technical and production background to Reynolds engineers.



### QUALITY HOMES

#### Revere Copper shows what good design can do in the low-cost field

A large move forward in small house building was in preparation this month. Its form: a nation-wide institute to set up standards in design and construction for low-cost homes. First move: the building of eight model houses in locations spotted throughout the country to show what could and should be presented on the low price market.

The Revere Quality Home Institute, headed by architect John H. Callender, backed at a discreet distance by Revere Copper & Brass and advised by The FORUM, had lined up eight teams of architects and operative builders to construct model homes as the seeds for future developments. A consumer magazine advertising program was about to break in double-page spreads (*Saturday Evening Post*, April 24) to direct the attention of the public to the Institute, the model homes, and a set of standards in design and construction which the Institute is formulating. Architects chosen are: Samuel Glaser of Boston; Kenneth Kassler, Princeton, N. J.; Ralph S. Twitchell, Sarasota, Fla.; W. D. Riddle, Willoughby, Ohio; L. Morgan Yost, Kenilworth, Ill.; MacKie & Kamrath, Houston, Texas; Joseph Esherick, Jr., San Francisco, Calif.; Chiarelli & Kirk, Seattle, Wash. Builder Members of the Institute: Arnold Hartmann, Newton Center, Mass.; Suburban Properties, Inc., Springfield, N. J.; Lamolithic Industries, Sarasota, Fla.; Maurice J.

Fishman, Parma Heights, Ohio; Place & Co., South Bend, Ind.; Frank W. Sharp, Houston, Texas; Williams & Burrows, Inc., Burlingame, Calif.; Albert Balch, Seattle, Wash.

The first eight houses will be built in New York, Sarasota, Cleveland, Houston, San Francisco, South Bend, Seattle and Boston. In three years the Institute plans to extend the project to at least 30 housing areas. Builders retain ownership and sales rights on the houses, which will be in the under \$13,000 price range. Revere will use its large resources to keep the public informed and interested.

### COUNTER-OFFENSIVE

#### Manufacturers chip in to give the public some housing facts

Dismayed by the brickbats which have been hurtling its way ever since VJ day, the Building industry last month decided to stop dodging and pitch into the fight with a few well-placed missiles of its own. Operations headquarters for this counter-offensive is the newly formed Construction Industry Information Committee in Washington, D. C. spark-plugged by chairman Melvin H. Baker, National Gypsum Co. president.

This new organization will use carefully collected facts and figures on house-building performance to "improve public attitudes toward the industry . . . damaged by unjust criticism." Building products manufacturers will foot the bill and cooperate in distributing information.

CIC explained the scope of its ambitious activities: "The program will be

based on fact-finding and publicity . . . will be directed at the whole public through the daily and weekly press, radio, television, business publications, magazines, syndicates, press associations, speeches by industry leaders, etc. Pamphlets will be provided for manufacturers' stockholders, employees and dealers . . . to convince them that the building industry is doing



BAKER

a commendable job, that what helps the industry helps them personally, and that they should help convince their friends, neighbors, and fellow workers that the building industry is a good industry.

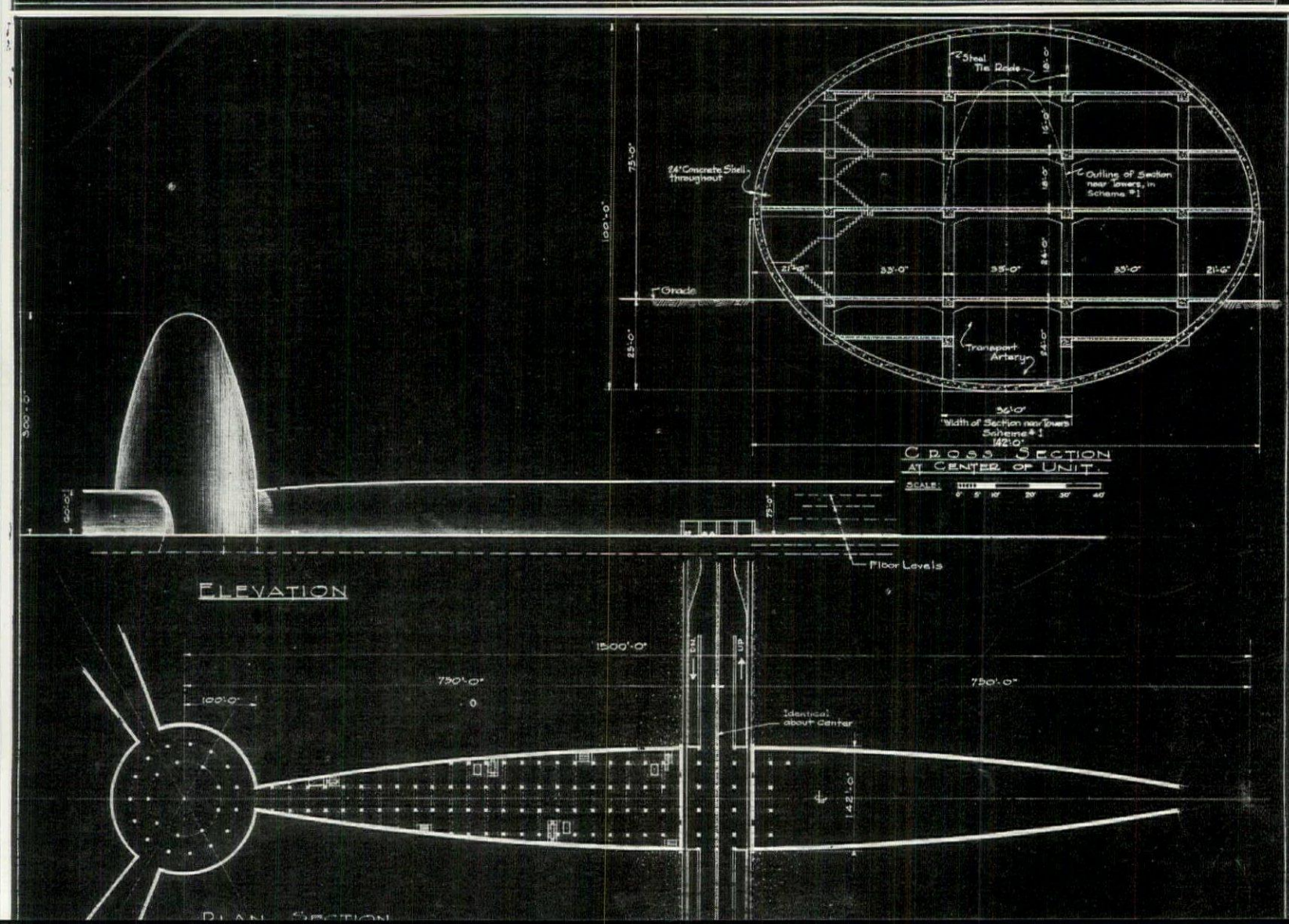
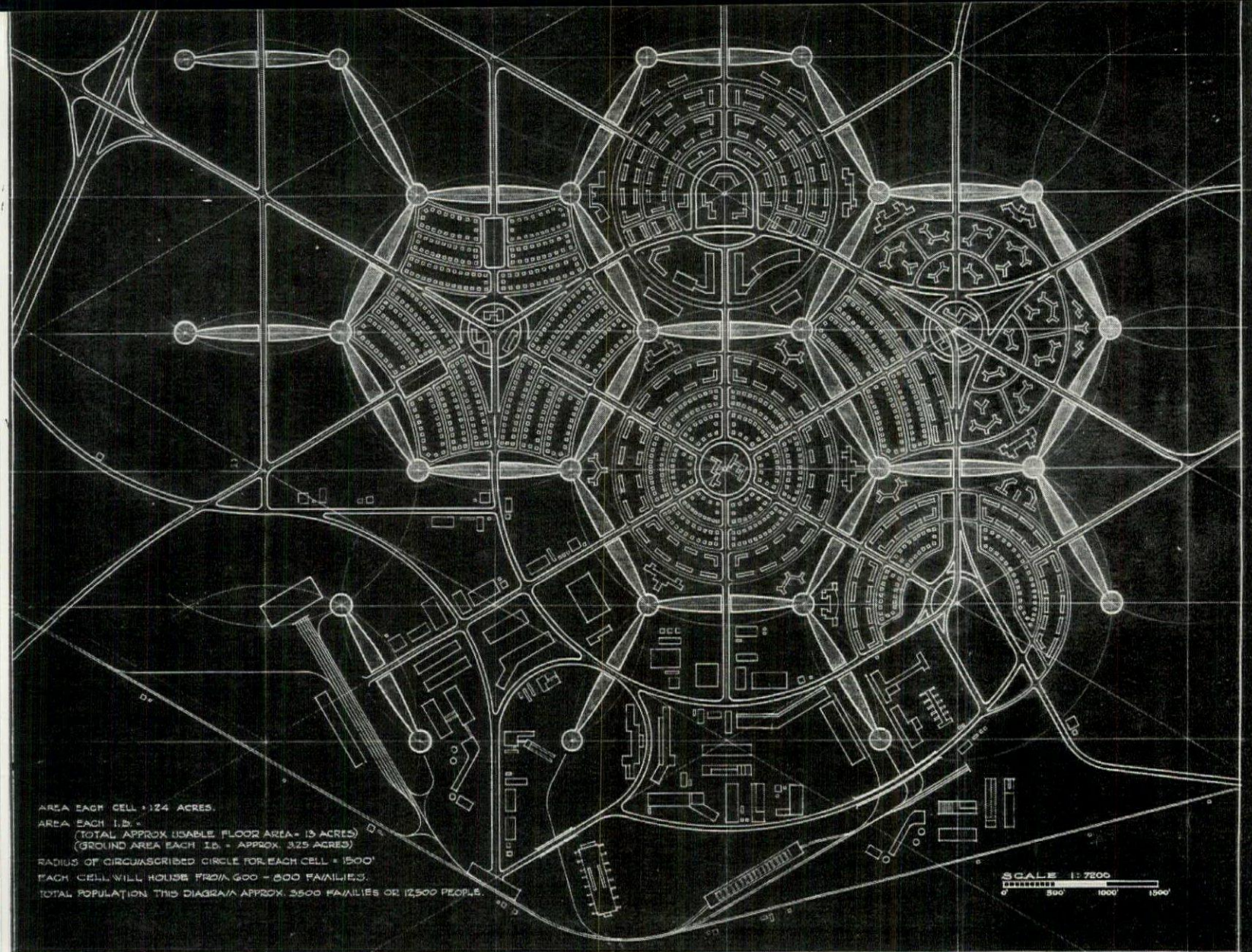
"The program will tell those who influence the public that the nation's building needs are being met quickly, that the industry is becoming more efficient, that it is working hard to reduce building costs, that it is working consistently in the public interest. In short, the program will be designed to build up public confidence, remove distrust, and silence loose talk detrimental to the industry."

First CIC effort in this direction is a detailed study (based on BLS raw figures), "Who Can Afford Our New Housing?" Reminding that 1947 saw a whopping 750,000 homes placed under construction, an all-time high for private building, CIC says that—contrary to popular opinion—these houses met the needs of all income groups.

"Twenty per cent were in the price range of families with income below \$2,000 who constituted 28 per cent of total families; 23 per cent of the homes were in the price range of families with incomes between \$2,000 and \$3,000, who constituted 20 per cent of the total; 25 per cent were in the price range of families with incomes between \$3,000 and \$4,000 who constituted 18 per cent of the total; 18 per cent were in the price range of families with incomes between \$4,000 and \$5,000 who constituted 13 per cent of the total; and only 14 per cent were in the price range of families with incomes of \$5,000 or more who constituted 21 per cent of the total. . . . The highest income group, instead of getting all, or even a disproportionately large share of the new housing, as frequently is charged, actually was provided with less than its reasonable allotment."

CIC also points out that, according to the 2½ times yearly income long accepted as the amount a family can afford to pay for a house, most people were actually paying less than they could afford. "According to the Economic Report of the President of January 14, 1948, the average income of all American families in 1946 was \$3,806. . . . According to a







report of the Veterans' Administration, the average selling price of new houses bought by veterans with the aid of G.I. home loans was \$8,200, or \$1,315 less than the amount the average family could afford."

Of the 63 trade associations in the manufacturing end of the building industry, 57 have agreed to cooperate in the new project. Other trade groups in the distributive and professional fields such as the National Association of Home Builders, the National Retail Lumber Dealers Association, the National Electrical Contractors Association have also expressed enthusiastic support. They could hardly do less than agree with CMC's initial statement: "The volume of . . . criticism has been so great and has extended over so long a period that emergency efforts are required to undo the harm which has been done."

## CITIES

### GREEN SPACE

**New Yorkers mobilize to save Washington Square environs as first building falls**

New York's beloved Washington Square—the little patch of green space where Fifth Avenue begins—was threatened from three directions. In mid-March, wreckers ripped out partitions in the first building in the "Genius Row" block where owner Anthony Campagna plans to build a tall apartment building (residents of the three other buildings in this block were still fighting eviction). Residents of another block fought off eviction by New York University, which plans a \$3 million "Neo-Georgian" law center. A third block is threatened by a luxury apartment project planned by Joseph Siegal (see FORUM, Sept., '44), who owns the 27-story No. 1 Fifth Avenue apartment hotel on the site opposite.

The Washington Square area posed many imperative questions in city planning. But while Square residents and neighbors organized a "Save Washington Square Committee" to fight off the proposed new building, New York's City Planning Commission took no part in the controversy. The Committee blasted the university for its failure to recognize "public responsibility" and expand its campus on blighted blocks to the south and east of its present buildings. Another group hoped to collect enough money to buy back Genius Row (which once housed Theodore Dreiser, Willa Cather, O. Henry, Eugene O'Neill, others) and remodel the existing buildings as a Living Art Center. Builder Campagna's reported asking price was a stiff \$750,000; he was said to have acquired the block for about \$350,000.

The whole of Greenwich Village, which

Brown Bros.

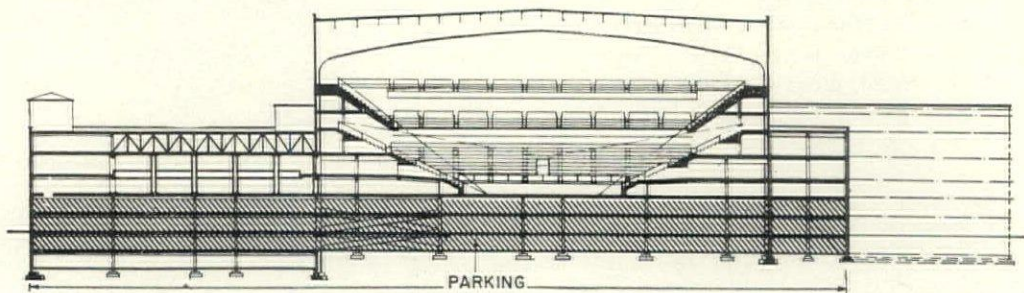
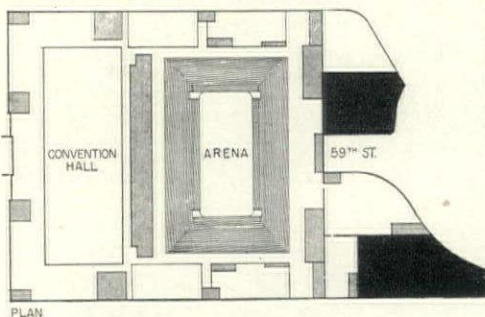


P. T. Barnum's Garden cost \$3 million, was designed by architect Stanford White, who was later shot in its roof restaurant.

Keystone



Tex Rickard's Garden cost \$5 million, had shares listed on Stock Exchange. Present owner Kilpatrick pulled it out of depression red.

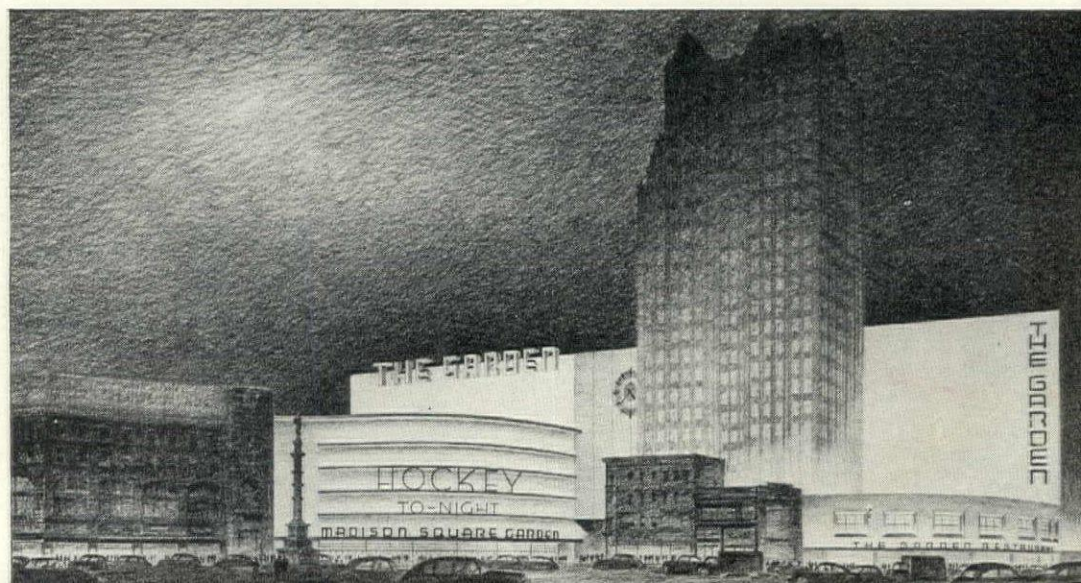


### THREE TIMES BIGGER

New York City's giant Madison Square Garden was about to get still bigger. Last month Governor Dewey signed the bill that will authorize municipal bonds to finance a new \$25 million Garden. In exchange, New York City will get a parking garage for 2,000 cars (under the whole Garden building) and \$1 million annually in rent from John Reed Kilpatrick's Madison Square Garden Corp.

To design the new Garden, General Kilpatrick chose New York architects Lionel and Leon Levy, who are not relatives but met as classmates at Georgia Tech. Their plan (see cuts) provides both an amphitheater and what they believe will be the world's biggest convention hall. Said Lionel: "In designing this building our big problem was show business. It is a solution to the operating problems of the business, not a design produced in an atelier."

The new Garden will be three times as big as the old one, cover two city blocks (between 58th and 60th Street, at Columbus Circle). The amphitheater will seat 25,000.



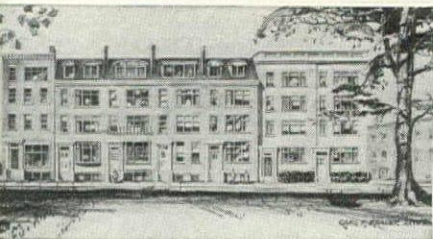


takes its Sunday airings in the Square and sends its children to the little park's swings and sand boxes, echoed City Planning Commissioner Robert Moses: "Something ought to be done about the type of speculator who dearly loves to run up large buildings on small parks, without a thought of the big black shadow they bring." But the Planning Commission could not legally ban the proposed apartment towers—only scale down their height a little.

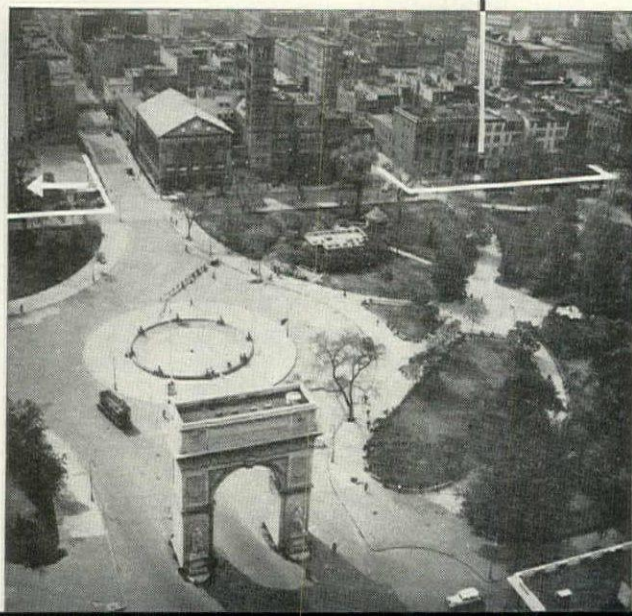
The fate of Washington Square showed one of the ways in which big cities steadily lose livability. It also dramatically pointed to the need for large-scale redevelopment of the whole Greenwich Village area. At the request of the Washington Square Association, architect Arthur Holden had already made a thorough study of how such redevelopment might take place. Holden proposed that the city create new traffic thoroughways (Washington Square is now open to through traffic and also used as a terminal for Fifth Avenue buses) and acquire large tracts of land to be resold to private builders under the Urban Redevelopment Companies' law. He thought that existing high land values could be paid off by "enclosing old Greenwich Village by a circumferential belt of tall modern apartment houses and at the same time placing height and area restrictions on the blocks in the center."

The degree to which urban disaster is compounded by failure to take bold steps toward urban rebuilding is clearly illustrated by the problem of Washington Square. If builders Siegal and Campagna are permitted to locate tall buildings on the rim of the Square, the new real estate values created will further forestall the kind of planned area-wide redevelopment proposed by Holden. Meanwhile, these new buildings will mean a heavy increase in the Square's traffic hazard, already dangerous to the Village children who have no other place

Washington Square residents are fighting erection of New York University Law School building (r.)



Square residents also hope to forestall a proposed apartment building and remodel existing structures as shown in sketch (above).



## PEOPLE

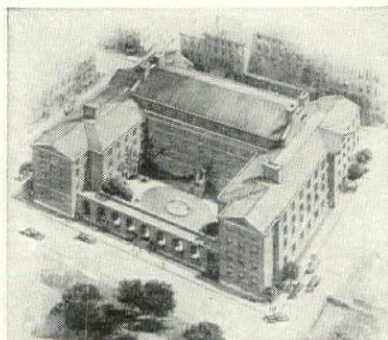
### HONORS

#### But Stalin and a Baltimore Beauty decline

To Walter Adolf Georg Gropius came high honors from Britain. The Royal Society of Arts (President, Princess Elizabeth) bestowed upon the present Professor of Design at Harvard, onetime master of the Bauhaus, and Great Man in architecture, an honorary degree—the title of Designer for Industry of the Royal Society of Arts "in consideration of . . . high eminence and efficiency in creative design for industry."

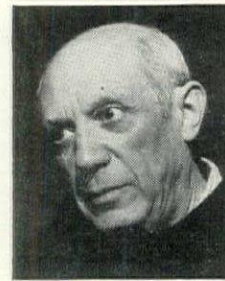
Frank Lloyd Wright's provocative design for the proposed Guggenheim Museum of non-objective painting in New York City was rumored about to step off the drawing board onto the site (Fifth Avenue and 89th St.). No denial or affirmation was forthcoming from Guggenheim Foundation officials, just a well-rounded statement: "We cannot definitely say that we will not break ground this spring."

Pablo Picasso, Jo Davidson, and Douglas Chandor offered their services to Wallace Harrison's UN Planning Committee to help finish the six block, \$65 million headquarters project in New York City. Picasso, according to his New York representative, Samuel Kootz, would be happy to paint a large mural. (His largest and most famous thus far is "Guernica," 11 ft. 6 in. x 25 ft. 8 in.) Chandor, with



the backing of Mrs. Franklin D. Roosevelt, would portray Premier Josef Stalin, to complete the triumvirate portrait

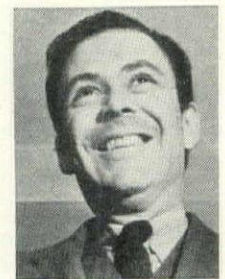
de Margoli, Life



PICASSO

pose if it were for the World Capitol. Decision on these matters has been shelved by the planning committee until construction is further along, but Harrison has recommended creation of an international committee to handle the specific suggestions flooding his headquarters, ranging from schemes such as a "modest building for the common man"

to a cornerstone "in the shape" of Warren R. Austin, U. S. delegate.



OWINGS

Nathaniel A. Owings was named chairman of the Chicago Plan Commission, the first architect ever to hold the post.

A partner in the many-armed firm of Skidmore, Owings & Merrill, Owings was born in 1903, graduated Cornell in 1927, is past president of the A. I. A. Chicago chapter.

A Baltimore Beauty insisted that she was just a plain Jane and so threatened to stymie a \$1,400,000 building planned by Johns Hopkins University. This novel building blockade perplexed university officials, about to announce a competition for the new lecture hall's design—to be run by Everett Meeks, James Kellum Smith and Gilmore D. Clarke. The building is to be paid for from funds willed the University by a prominent Baltimorean who died in 1939. But he made his bequest contingent on the building's use to house ten portraits of ten Baltimore beauties, whom he named. One of them, Mrs. DeCourcy Wright Thom, declined this "very pretty compliment." Said she: "I am not a beauty, and I am not going to be painted."

When pressed for a solution to its dilemma by the University, which badly needs a new lecture hall, Mrs. Thom thought of a possible way out. Perhaps, she suggested, they could put her image in the cornerstone.

Mr. Blandings built his dream house on movie screens throughout the nation as Eric Hodgins' novel, made into a Selznick flick, starring Cary Grant, Myrna Loy and Melvin Douglas, was



released. In this now famous story of housebuilding trials, Reginald Denny plays Henry Sims, Architect, somewhat after the image of a tweedy butler with ulcers. The picture takes nervous cracks at the building business, but usually is back kissing the hem of its work pants a few feet of celluloid later. Boldest charge, made by Grant (Blandings) after he had paid three times what he planned for a house in Connecticut: "It's a conspiracy . . ." But when the picture ends, everyone seems happy, except possibly the architect, who does not appear in the final shot. The onlooker has the

Gaston Longet



Architect, Blandings, Mrs. Blandings

feeling that he has just stepped out for a glass of milk to quiet his duodenum.

Promotion for the movie includes a plan to build 65 "dream houses" in cities throughout the nation, with substantial assistance from General Electric. In Cleveland, the Blandings' house will be built by the Home Builders of Greater Cleveland, who will promote a "Blandings' Dream House Week."

All these houses are to be built to the Blandings taste, described once in the picture as "very blueberry pie American." Sample Hollywood statements regarding the covey of dream houses: "Hollywood, which has set the trend for the past two decades for fashions, modes, and manners in the U. S., has now moved in on architecture. . . . It is expected that these Blandings' Dream Houses will influence future home building programs in the nation." Style: very New England Salt Box.

## JOBS

### BUSINESSMAN'S COMFORT

#### Japs install bellboys, bathtubs

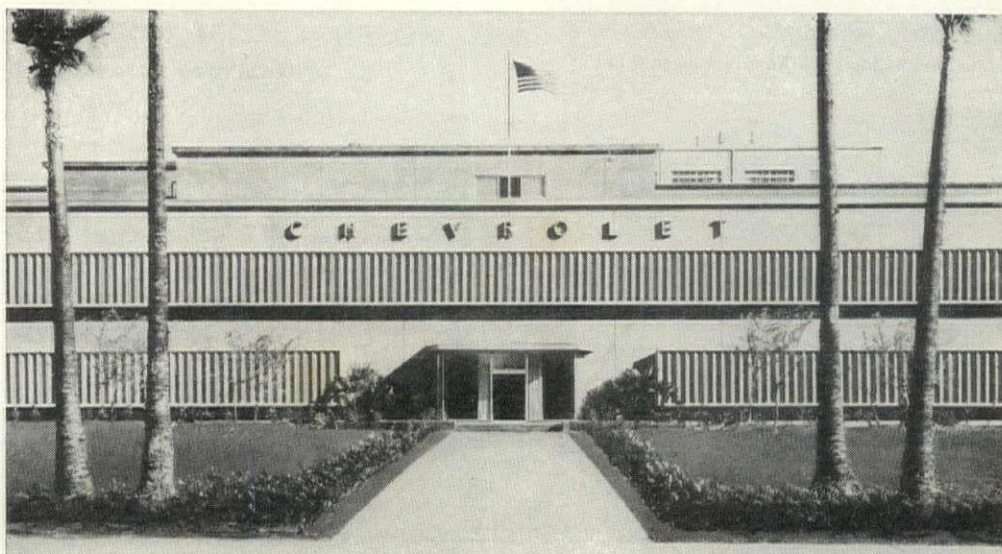
The land of the cherry-blossom and the attended bath has installed some American-style bellboys and bathtubs. Japan's first step toward economic recovery was a building job: conversion of five structures to provide hotel space for Allied businessmen. The Japanese government scraped up 400 million yen (about \$2 million) to pay for the hotels which, it hopes, will lead to Japan's eventual salvation—restoration of foreign trade.

(Continued on page 16)

## BRISE-SOLEIL CROSS BORDER TO CALIFORNIA

The vertical sunshades extensively used in the exciting, tropical architecture of Brazil made their first major U. S. appearance in California. The new Los Angeles assembly plant of General Motors' Chevrolet Division

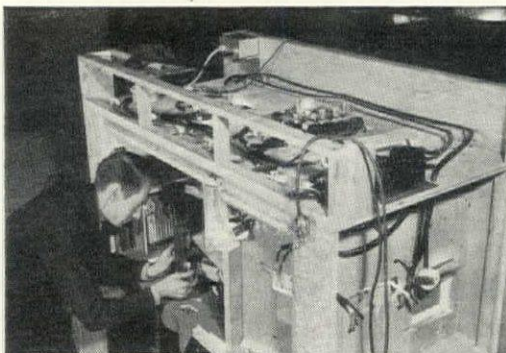
is equipped with rigid exterior *brise-soleil*. Designers figure that the sunshades lower interior temperature as much as 15 degrees on a sunny day. Stretching the length of the building facade, the sunshades are rigid.



## STORE MODERNIZATION CARAVAN



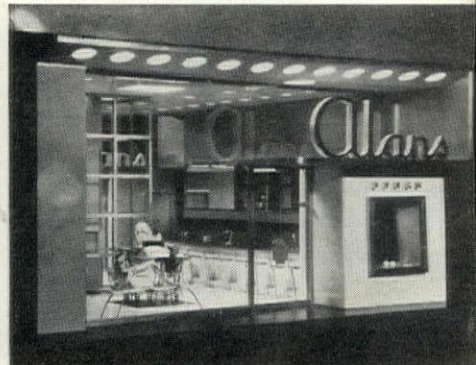
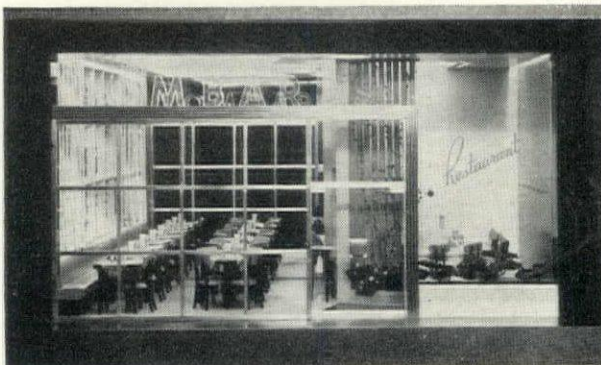
Alert to the current boom market in store modernization, Pittsburgh Plate Glass has set up a traveling display of 12 store models, all designed by Pittsburgh staffers under the direction of E. Reed Crick, Jr. Pittsburgh's notion is that a grocery store can be as inviting as a Fifth Avenue jeweler's—if enough glass is used in the right places. The models will tour 450 cities in two 40-ft. trailers. Executed by Gardner Display, the miniature stores cost from \$3-\$4,000 apiece. Pittsburgh thinks several million persons will view them over the next three years.



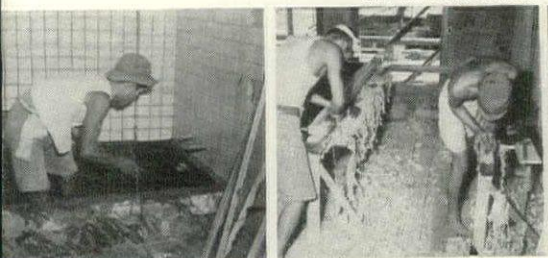
Store models are lighted and complete to miniature dresses hanging on rack, as shown in view from rear (above). Restaurant (below) makes bar, dining area and lunch counter accessible from single entrance, screens counter by trellis.



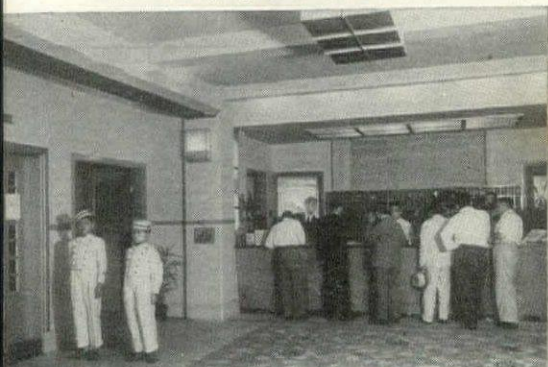
Men's store (above) makes whole interior part of window display. Drug store (below) uses feature display box to block off unattractive view of behind-fountain operations. Aluminum frame supports projecting, lighted canopy.



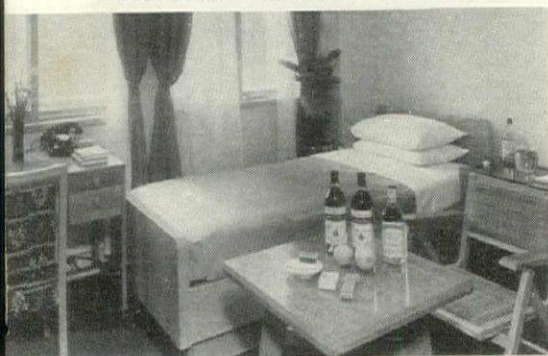




Japanese builders fabricated bathtubs (l.) on job. Workers shaping door frames for hotel in Nagoya.



Bellboys wear specially made American-style suits.



Japanese notion of U. S. businessman's needs.

First big building job permitted by SCAP, the remodeling was completed from design board to bellboy buttons in exactly six weeks. An American architect, Benno Hibler of Miami, Fla., attached to the U. S. Army GHQ in Tokyo, served as technical consultant. Back in the U. S. last month, Hibler told how the 30 Japanese architects assigned to the job had quickly learned to plan the elaborate plumbing and heating installation considered necessary for American-style comfort.

Five buildings were remodeled: a former maternity hospital in Osaka, a bank in Kyoto, an office building in Nagoya, a bombed-out hotel and the Imperial Forestry Building in Tokyo. To rush the job, the government assigned as many as 1,000 workmen to each building at a time.

Japanese architects work exclusively in the materials of certain manufacturers; the architects working on the hotels speeded material delivery by pooling their supply sources. But for many materials, the government was forced to go into the black market. Even there, no bathtubs were to be found. Concrete tubs with a waterproof membrane lining and lead or sheet-metal pans were fabricated on the job (see cut).

Now Japan is looking ahead to an-

other hotel building job—for the foreign tourist trade. The Board of Trade is making plans for 70 resort hotels to be built in the next 10 years.

## DESIGN

### HOSPITAL COST HURDLE

#### Private rooms are too costly

Must hospital building halt on present building costs? New York architect Isadore Rosenfield, a specialist in hospital design, says no. We could build all the hospitals we need, Rosenfield says, if we would give up our notions about private rooms. The per bed cost of a hospital rises in direct proportion to the number of private rooms it contains.

Most of our notions about private rooms are wrong anyway, Rosenfield thinks. Hospital administrators regard the private room as a big revenue producer. But in bad times the private rooms stand vacant. Moreover, whether private rooms will produce revenue depends on whether there are enough people in the community who can afford to pay for them. One of Rosenfield's own clients, planning a 100-bed community general hospital, asked that beds be allotted to private, semi-private or ward accommodations according to the traditional "one-third-for-each" formula. Rosenfield pointed out that to support 33 private rooms the community would have to have at least 8,000 well-to-do families. But an income analysis showed that there was "barely justification for one private room."

Are private rooms necessary for proper care of patients? Not for most patients, Rosenfield says, citing a study of this question made by Dr. S. S. Goldwater. Examining 500 run-of-the-mill patients in a general hospital, Dr. Goldwater thought that only 14.4 per cent would be better off in a private room. Proper planning of ward and semi-private accommodations could meet more of the need for individual bed privacy.

Sorting out his thoughts on how to cut hospital building cost in *Modern Hospital*, Rosenfield estimates that average current cost is about \$1.70 per cu. ft., as compared with 79.1 cents in 1939. But, while this greatly increased cubic foot

cost is roughly constant, the per bed cost of individual hospitals varies widely. Public hospitals with a majority of ward beds can be built for about \$5,000 to \$7,600 per bed. But small private hospitals with a large number of private rooms may cost as high as \$13,000 to \$14,000 per bed. Sometimes bids on small hospitals figure as high as \$25,000 per bed. Rosenfield proved his point with a table summarizing costs for eight hospitals he has planned over the last year (below). But he also warned hospital administrators that clumsy planning will be expensive, too.

## MATERIAL

### STANDARD PLUMBING CODE

#### Many cities may want to adopt it

If a self-siphoning toilet trap is not a menace to public health in Springfield, Ill., it is reasonable to suppose that it would be equally healthy in Kalamazoo, Mich. But the trap installed in Springfield may be banned by Kalamazoo's building code.

As any plumbing manufacturer will tell you, one of the biggest troubles with building codes is their complete lack of uniformity. Because plumbing requirements, among other code provisions, vary almost infinitely from city to city, manufacturers are forced to produce the same piece of equipment in dozens of shapes and sizes. This blocks the standardization that means building cost reduction.

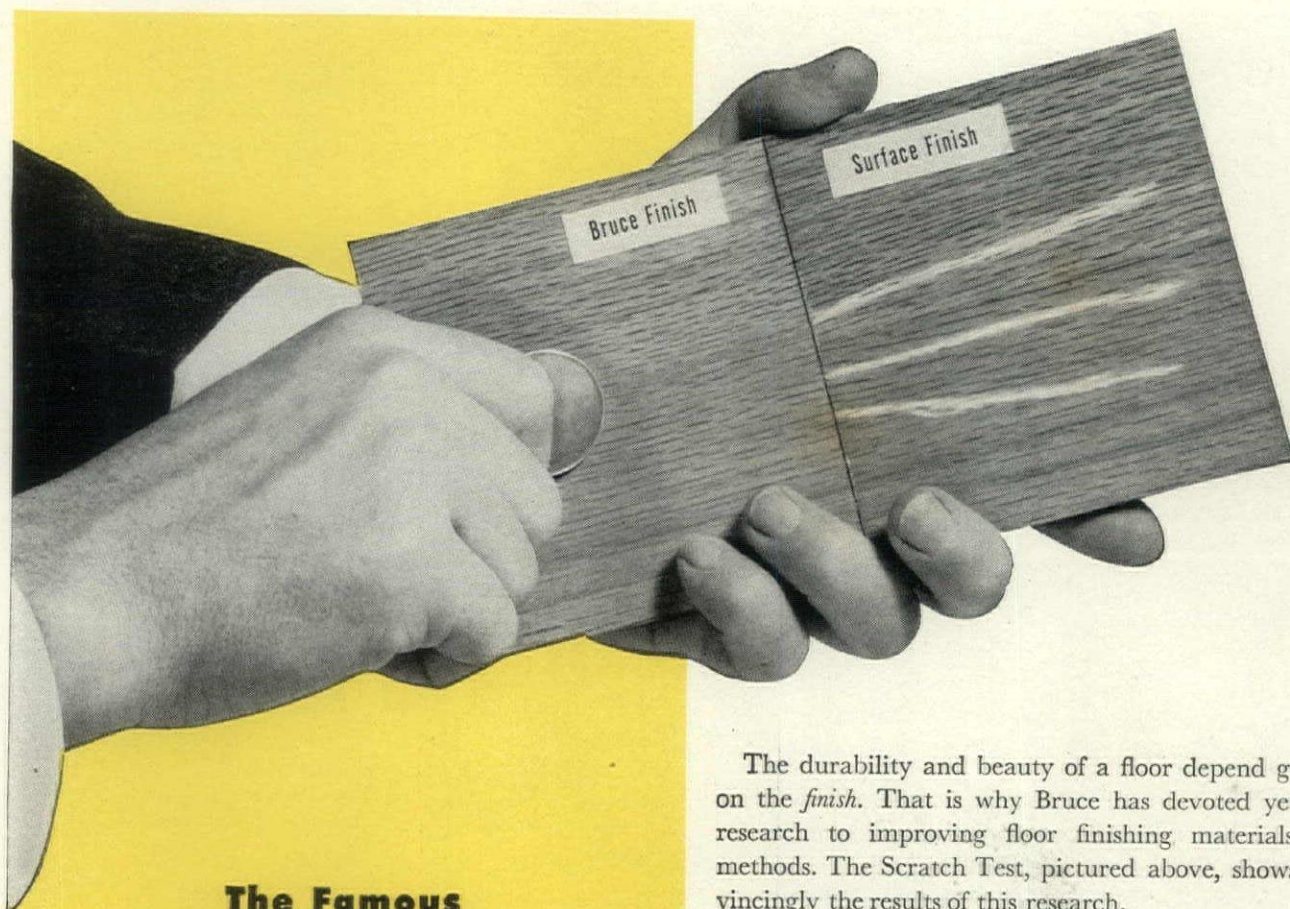
Last month builders, plumbers and municipal building officials, were looking over a long first step toward uniform plumbing installations. This is a proposed uniform plumbing code for housing, drafted by a committee appointed by the Housing and Home Finance Agency. The code is based on a testing program set up by HHFA in 1946. (See cut.)

The code drafters included HHFA's Vincent T. Manas; Henry S. Blank, National Association of Master Plumbers; Herbert L. Schaller, United Association of Plumbing Journeymen and Apprentices; Malcolm C. Hope, U. S. Public Health Service; George N. Thompson, National Bureau of Standards. Hope is that most U. S. cities will decide to adopt the model code.

### CURRENT HOSPITAL COSTS

Hospital	Beds	Cubic Feet Per Bed	Cost Per Bed	Ward and Room Gradations				Beds in Typical Nursing Unit
				In Large	In 6's	In 4's—2's	In Priv.	
Governmental Tuberculosis .....	800	3,171	\$ 5,079	288	336	176	—	50
Governmental Industrial .....	500	3,608	6,134	260	196	44	—	46
Voluntary Chronic .....	124	4,094	6,309	92	24	8	—	32
Governmental Psychiatric Med.-Surg. ....	1,600	4,700	7,581	1,190	—	—	410	41 to 32
Voluntary Psychiatric .....	96	7,543	12,823	—	18	64	14	16 to 30
Voluntary General .....	150	8,315	13,304	—	—	120	30	14 to 31
Voluntary General .....	109	8,820	14,112	—	24	68	17	18 to 29
Governmental Med.-Surg. ....	475	11,685	19,864	200	—	150	125	38





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**shows the way to**  
**Finer Hardwood Floors**

The durability and beauty of a floor depend greatly on the *finish*. That is why Bruce has devoted years of research to improving floor finishing materials and methods. The Scratch Test, pictured above, shows convincingly the results of this research.

In this test, one half of an oak panel is finished by the Bruce penetrating seal method; the other with a commonly used surface finish. A coin scraped across the panel scratches and chips away the surface finish . . . but leaves the Bruce Finish unharmed, because it's "in the wood."

You get this more beautiful, longer-lasting finish in Bruce Finished Floors—completely sanded, finished and waxed at the factory. Similar results can be secured on the job through the use of Bruce floor finishing materials on unfinished flooring.

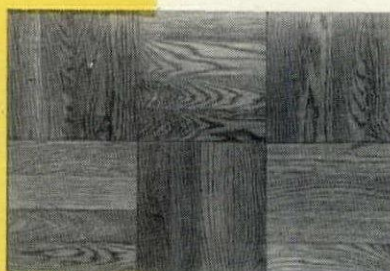
The Bruce formula for finer hardwood floors: highest quality flooring plus the "Scratch Test Finish."



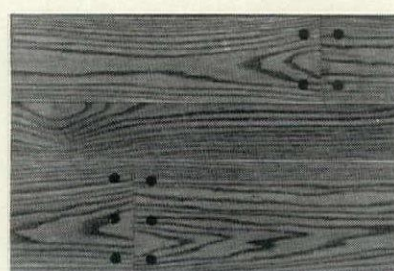
**BRUCE HARDWOOD FLOORS**



STRIP



BLOCK

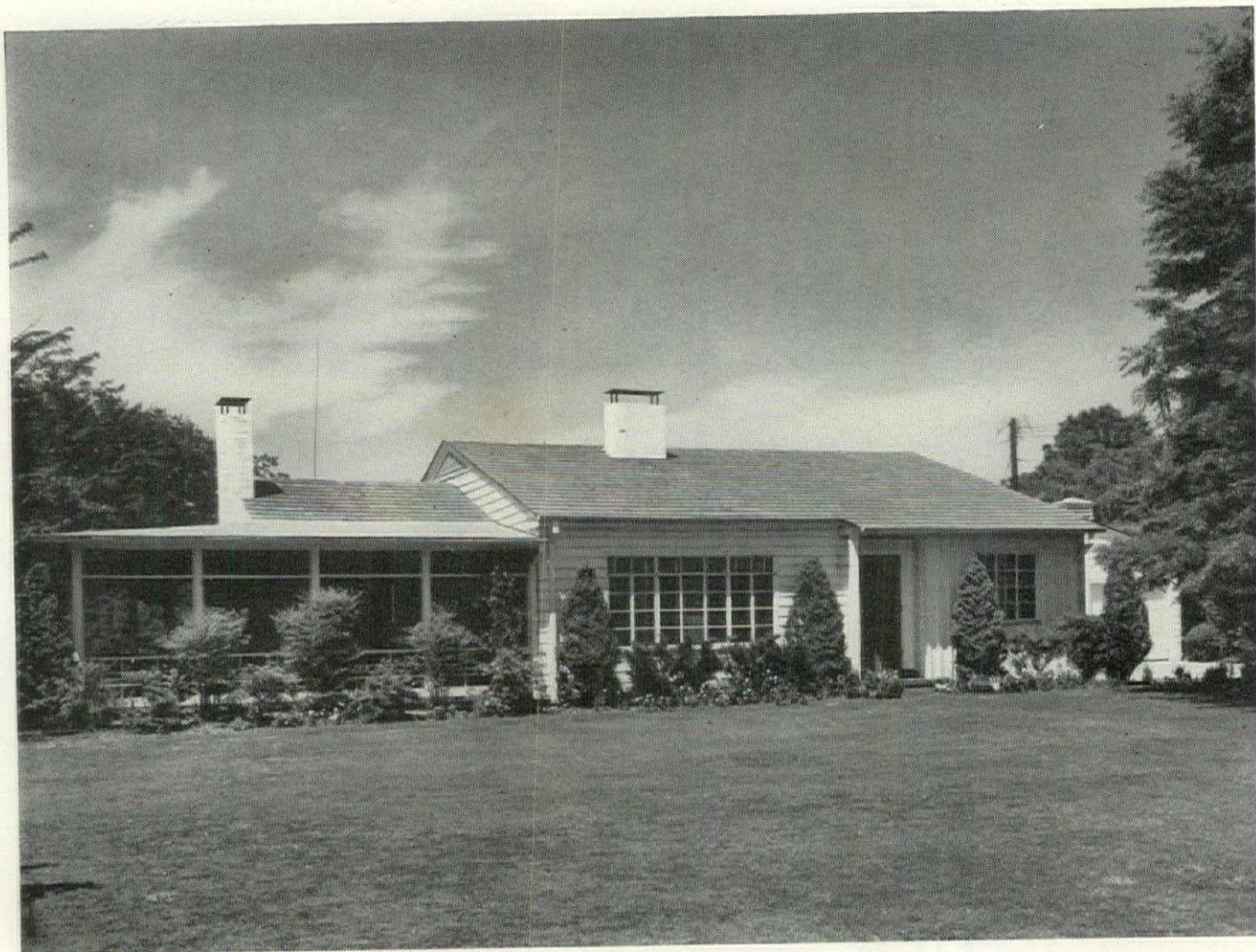


PLANK

**E. L. BRUCE CO., MEMPHIS, TENN.**  
**World's Largest Maker of Hardwood Floors**

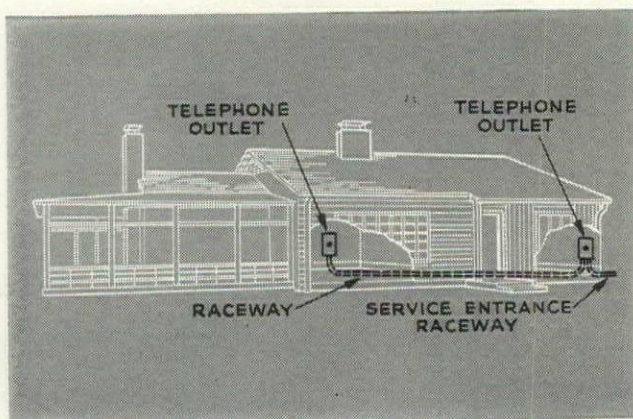
Other Bruce Products: Floor Maintenance Materials • Everbond X Floor Mastic • Terminix • Terminix Ventilator • Ceda'line Yellow Pine & Hardwood Lumber • Hardwood Moulding & Trim • Furniture & Furniture Parts





Moreland, Griffith, Smith—Architects

## SMALL HOME COMPLETE—WITH TELEPHONE RACEWAYS



An eye to detail is important when you build livability, comfort and convenience into the small home. Telephone raceways, installed during construction, avoid exposed wires on walls and woodwork and assure greater telephone convenience to the owner.

In the one-story house without basement, a few pieces of pipe or electrical tubing under the floor provide a concealed raceway for telephone wires to outlet locations.

Whether you build small homes or large, your Bell Telephone Company will be glad to help you plan modern telephone arrangements. Just call your Telephone Business Office and ask for "Architects and Builders Service."

**BELL TELEPHONE SYSTEM**





Important news for all builders

# STOP VAPOR and MOISTURE with revolutionary KAPCO BOARD!

69½ times better vapor seal than any other wall board on the market!

There's absolutely nothing like Kapco Board—resists water, vapor, alkali, acid, brine and alcohol. It's odorless, rigid, vermin-proof and termite-proof. Fire retarding. New superior strength. Stands up where other boards can't—will not rust, rot, mildew, mold, oxidize or de-laminate.

Bureau of Standards report reveals moisture penetration of Kapco Board is practically nil—only 1/25 gram (0.04) per sq. meter per day with quarter-inch board. This is 69½ times better protection than any other board on the market gives. Nothing finer for plaster base or dry wall construction. OK'd by F. H. A.

## NOW AVAILABLE—THREE TYPES FOR A THOUSAND USES!

**1 PLASTER BASE—Monolath.** Prevents vapor and moisture condensation inside of outer walls. 99.92% perfect vapor barrier. No more soggy, packed-down insulation—no more ice formations inside the walls. No chance of walls sweating—the cause of most plaster failures. Gives rigid support. Strong-armed workmen won't push through Kapco Board. Plaster clings better, is stronger—dries slower—from one side only. Comes in standard sizes. Cuts easily, or just score and break off. Priced competitively with ordinary sheet plaster base.

**2 DRY WALL CONSTRUCTION**—May be sealed and painted any color, or wallpapered. Filler or tape conceal joints perfectly. Use also as backerboard, as roofing base, as sheathing board, as flooring and linoleum underlayment, as a general utility construction board. Wonderful for basementless houses and concrete slab construction. Waterproof. Use on the farm for lining poultry houses, barns, silos, sheds. Stands all weathering. Easy to cut. Sizes to 4 x 8 ft. Costs less than ordinary building boards.

**3 DECORATIVE WALL BOARD**—Kapco Board in knotty pine and light walnut wood-grain finishes on one side now available. Nothing finer for finishing basements, attics, porches. Other decorative finishes available soon.

# KAPCO BOARD

KEYSTONE ASPHALT PRODUCTS CO.

A Division of American-Marietta Co.

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Keystone Asphalt Products Co.  
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Rush free illustrated booklet on Kapco Board.

I am: JOBBER ☐ DEALER ☐  
BUILDER ☐ ARCHITECT ☐

Name.....

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# LETTERS

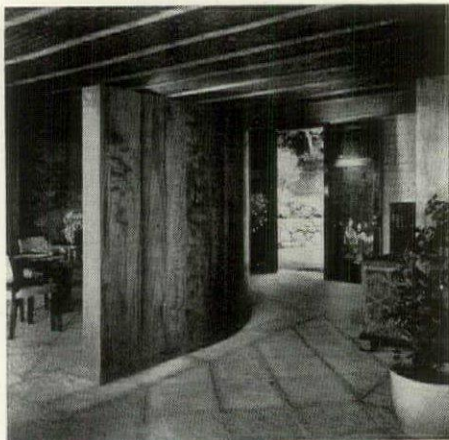
Tugendhat Revisited . . . Comment on Ketchum . . . The Whitehouse Balcony . . . Thumbs Down on Wright . . . Stock Plan Solution . . . A Pox on Lady Clients . . . Rigid Frame Construction . . . Pro and Con Beaux Arts Education.

## OCEANIC AND GERMANIC

Forum:

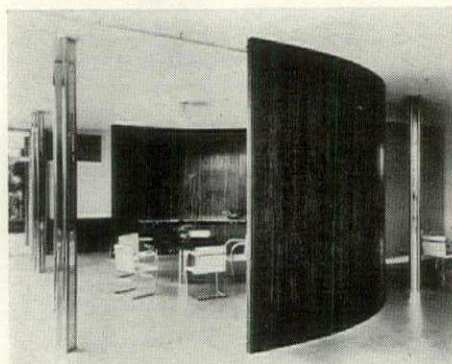
Although myself a lover of cultures Oriental and Oceanic, I feel that perhaps the house on Oahu (FORUM, Feb. '48) is overly lush. Mr. Ives needs . . . to assume some of the restraint shown by an architect like Mies

Maynard L. Parker



Oahu House by Albert Ely Ives

Museum of Modern Arts



Tugendhat House by Miles Van Der Rohe

van der Rohe, for instance, whose Tugendhat house is an ideal model for the simple but luxurious.

F. A. USHER, JR.

Hollywood, Calif.

## REMOTE CONTROL

Forum:

Re: Offices of Ketchum, Gina & Sharp (FORUM, Feb. '48) very good presentation on your part! (And a damn good architectural office.)

Are criticisms allowed?

1. Do Messrs. Ketchum, Gina or Sharp operate the drafting room by remote control? Or do they trudge back and forth from drafting room to their office with sketches, draftsmen, etc.? Seems like a long hike from control and drafting room to executive offices.

2. Realistically, the only place an architect

needs complete privacy is when in conference with client, from my point of view. Yet it seems that the conference room (I wish I had one) is either in Mr. Ketchum's office or "plumb" in the "middle of everything" and practically open on all sides.

However this is all none too serious as the work of Ketchum, Gina & Sharp is anything but bad planning and it is always a pleasure for me to look at something they do.

INGRAN S. CARNER, Architect  
Brooklyn, N. Y.

1. Messrs. Ketchum, Gina & Sharp show no signs of collapse from walking the few feet to the drafting room.

2. Client conferences take place in the executive offices, leaving the central conference room for engineers, contractors, etc., whose concern is with the chief draftsmen in the adjacent work area—Ed.

## CRITIC FROM BRITAIN

Forum:

I paid my subscription to your journal in order to keep in touch with the finest architecture the U.S. is producing and to learn from it. Unfortunately, except for the Brazil number and the Frank Lloyd Wright issue, I have not felt my expenditure justified. I consider much of the domestic work you have published "crude modern," comparable in effect with early European modern even if the finest is more luxurious (owing to more money available) . . . I feel that some of us in England if we had the same opportunity could do much better.

VICTOR C. LAUNDER

Wight, England

## LOCKWELD HOMES

Forum:

The researcher and the writer who worked on the Smith & Hill story (FORUM, Feb. '48) deserve congratulations for their excellent handling of the entire yarn. You are to be congratulated on a swell job . . .

HAL BURNETT

Chicago, Ill.

Forum:

In the February issue you have an excellent article on the Lockweld homes in Chicago. We have been extremely interested in these homes, due to the fact that they are completely Frigidaire equipped including laundry equipment. Therefore, it was with some surprise that we noticed the credit for this laundry equipment had been supplied to Bendix Home Appliances, Inc. If you will notice the picture of the laundry equipment, I am sure you will recognize that they are distinctly Frigidaire. I know this was an

editorial oversight, and I want to express our appreciation for the credit that you did give us on the kitchen equipment.

WADE ATKINSON

Frigidaire Div.

General Motors Corp.

Dayton, Ohio

## HASTY STATEMENT

Forum:

With its imposing array of editors, associates, assistants, consultants and researchers, FORUM might do better with its news.

Contrary to your statement that the White House balcony was started: "over protests from . . . the A.I.A.," the Institute has expressed no opinion whatsoever upon this subject. If THE FORUM's over-hasty statement was prompted by reading expressions of opinion in the *Journal of The A.I.A.*, FORUM might have noticed that these sentiments were those of individual contributors and were so designated. The Institute rarely advances an official opinion upon a subject in which personal taste must guide its 7,300 ruggedly individualistic members.

HENRY H. SAYLOR, Editor  
Journal of The American  
Institute of Architects

Washington, D. C.

FORUM's editors, associates, assistants, consultants and researchers humbly beg the pardon of the ruggedly individualistic A.I.A. for jumping to a collective conclusion—Ed.

## USONIAN NIGHTMARE

Forum:

Your January '48 issue reaches a new low in my opinion. I'm glad I don't have it delivered but only see it when I visit.

There ought to be a restriction on the use or location of these "Usonian" designs—and not have them imposed on an otherwise pretty countryside. I've specifically in mind one such being completed in Wellfleet on the Cape. Cape Cod is attractive now but won't be long if this continues.

FREDERICK THORNE WARNER

Teaneck, N. J.

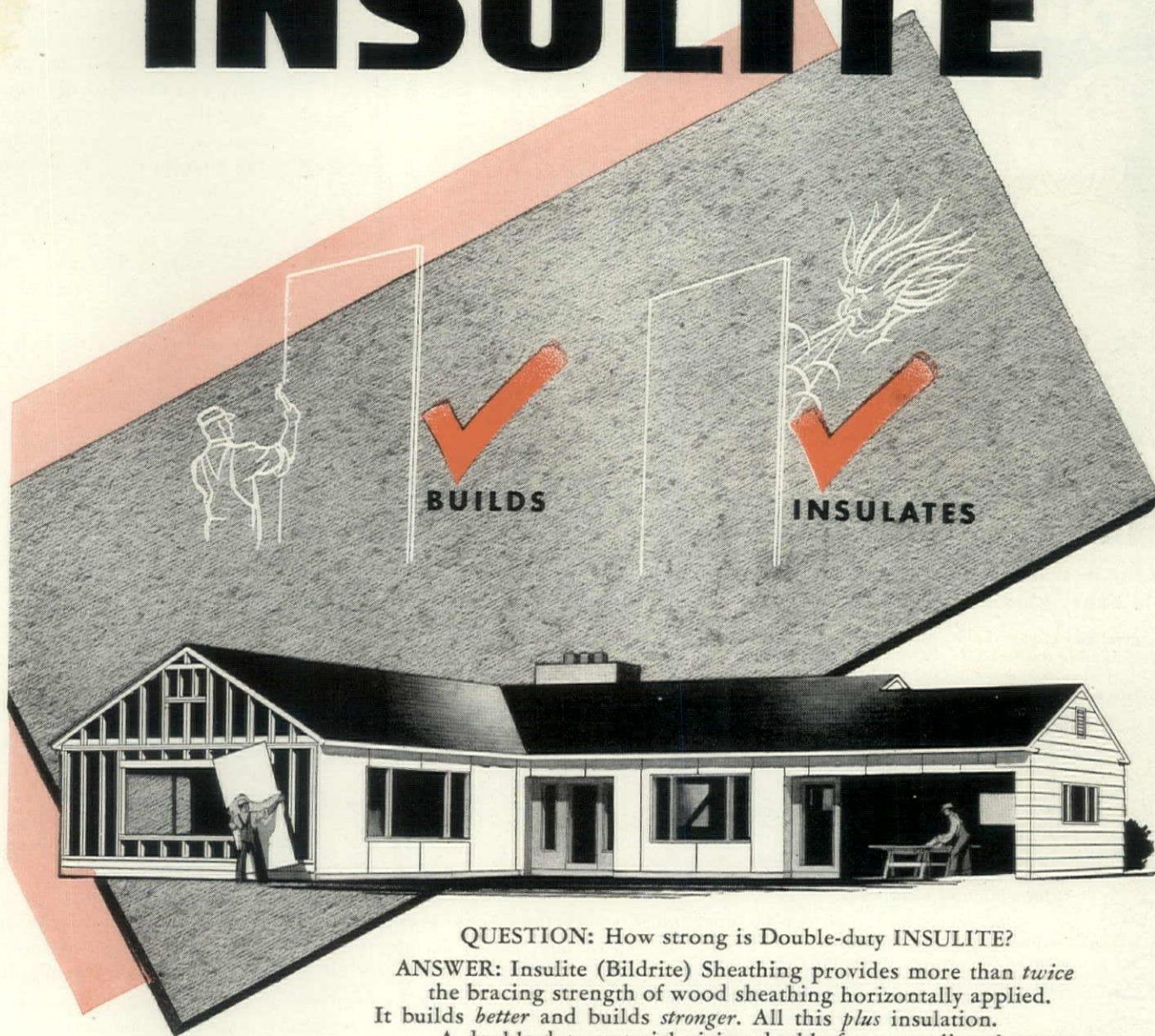
Forum:

In your January issue there appears a reproduction of a proposed skyscraper hotel, the "Rogers Lacy" to be built in Dallas. Frank Lloyd Wright, the creator of this design, may be recognized as one of the most illustrious architects of all time, but in designing such a hotel monstrosity it appears to me he has sadly missed the boat. An inverted pyramid may be graceful and appro-

(Continued on page 22)



# DOUBLE DUTY INSULITE



QUESTION: How strong is Double-duty INSULITE?

ANSWER: Insulite (Bildrite) Sheathing provides more than *twice* the bracing strength of wood sheathing horizontally applied. It builds *better* and builds *stronger*. All this *plus* insulation. A double-duty material giving double for your clients' money. Specify double-duty Insulite (Bildrite) Sheathing, Lok-Joint Lath or Interior Finish.

Refer to Sweet's File,  
Architectural Section 10a/9

INSULATES  
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double-duty  
**INSULITE**

The GENUINE

AS IT BUILDS ✓  
AS IT INSULATES ✓

"Insulite" is a registered  
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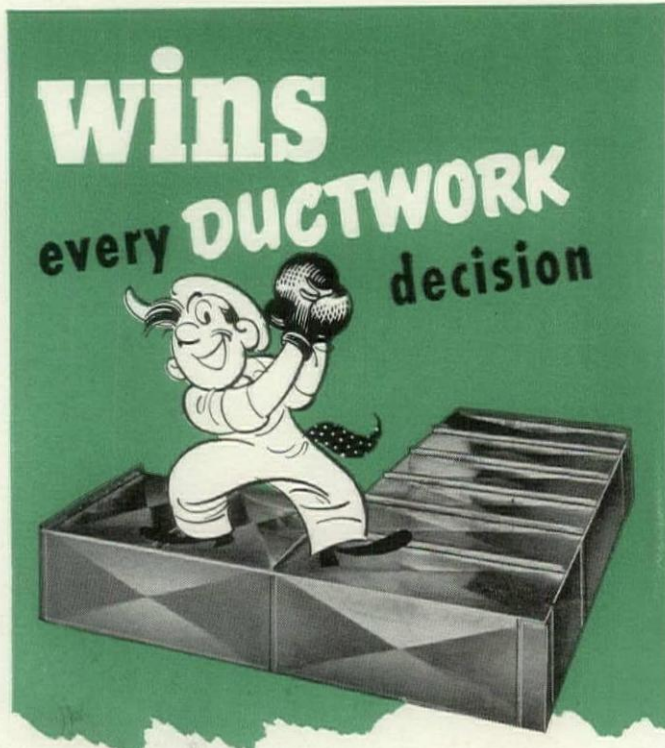
INSULITE DIVISION  
PAPER  
MINNEAPOLIS 2, MINNESOTA



MINNESOTA & ONTARIO  
COMPANY



## LETTERS



## REYNOLDS ALUMINUM

for ducts is the best bet for architects and builders in every kind of construction

Decide now to give your clients the benefits of Reynolds Aluminum in heating and ventilating ducts. There are good reasons for specifying Reynolds Utility Sheet whether the job is a home, institutional or industrial installation.



Aluminum ducts can't rust in basement and air conditioning moisture. You don't have to paint them. Save your customer maintenance cost and replacement worry.

The finished job looks "naturally" better. The installation is neat because the metal is easier to handle.



Smooth surfaces permit better heat passage. High reflectivity eliminates the need for additional insulation.



Builders find the cost is right because sheet metal men get three times more metal to work with, pound for pound. More shop fabrication can be done with this lighter metal because even large sections are easily moved. Consequently there is less clutter in the busy quarters of the construction site.

Total all these advantages and you have the decision... it's Reynolds Aluminum for ducts. Inquire through your local Reynolds Sales Office or write Reynolds Metals Company, Aluminum Division, 2528 South Third Street, Louisville 1, Ky.



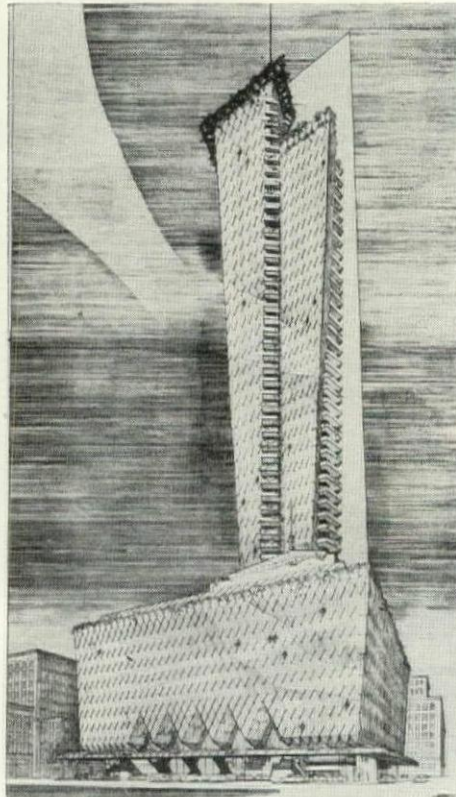
FREE! This handy booklet tells how you can get a better duct installation with this modern metal.



## REYNOLDS Lifetime ALUMINUM

REYNOLDS MADE ALUMINUM COMPETITIVE TAKE ADVANTAGE OF IT

appropriate in a lighting fixture, but despite the architect's vague claims of functionalism, it is hardly the suitable shape for a multi-story hotel.



As a former resident of Texas I earnestly hope that Dallas residents who have any regard for esthetics will unite in voicing their protest against the desecration of their city skyline by such a nightmare as the proposed Rogers Lacy Hotel.

GEORGE BETANCOURT

Bremerton, Wash.

Forum:

We seem to have come into a field of so-called architecture in this jazz age, as we have in so-called music and other fields of endeavor, where there is no longer beauty in the things we create and do. We do not all believe in this modernistic style of design.

... Your January issue is perhaps a nice paper to have around the house as an instrument of entertainment to show our friends what is going on in the minds of certain creators of habitation for man.

Perhaps some day we will see the time when we will be again creating structures of beauty rather than this so-called functional idea, and until such time, this office will not subscribe to magazines with such works of idiosyncrasy.

(NAME WITHHELD)

Akron, Ohio

### STOCK PLANS RIDE AGAIN

Forum:

I see in the letters to the editor some definite "pot shots" at your story about

Home Planners, Inc. I suppose this is the usual case, and am sorry if it proves to be distasteful to THE FORUM.

On the other side of the ledger, I would like to report we have had inquiry from many architects and others who have since received some of our material and have found it refreshing and very much worthwhile. The foreign response was interesting and good.

It seems a shame that the architectural group as a whole are not more open-minded about the subject. They are in a position to organize and promote the finest service of this kind possible. Properly handled, it is a good business proposition too.

Until the architects develop a solution for themselves, Home Planners, Inc. and many others will continue to serve the demand for stock plans. As a matter of fact, the longer they wait, the better our services will become. The model house at \$1.50 is only the beginning of the ingenuity that can be introduced for ideas that can be mass produced.

DICK POLLMAN

Home Planners, Inc.

Detroit, Mich.

Forum:

Every so often, some architect sees green and starts condemning the practice of selling stock plans. Usually it is the same fellow tailor condemns for buying ready made suits and the one that my shirt maker dislikes much because he won't wear custom made shirts.

I maintain professional offices, charge the usual fee for professional services, and never accept a reason for cutting the fee.

I also maintain a drafting department that efficiently turns out drawings requiring professional supervision and which are done for clients with their own name plate instead of our own. In addition to our mechanical and patent drawing department we also maintain a House Plan Department which, in proportion, nets us as much as our professional department.

It is surprising how many custom made plans we make from owner-marked plans purchased over the counter or by mail solely for the general arrangement. The plans we turn out for this class of client we call "permit plans"—with just enough information on them to get their permits at their loans. This distinguishes them from our professional plans.

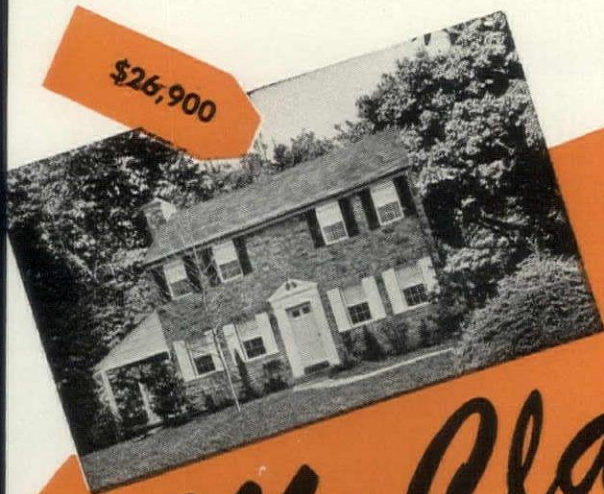
Many an owner is living in his architect's house but we assure you that every owner living in a home erected under our Permit Plan Service can truthfully say that he is living in his own house made from plans that meet his own particular needs at the time.

We have solved the over-the-counter plan bugaboo with our own Permit Plan Service.

(Continued on page 24)

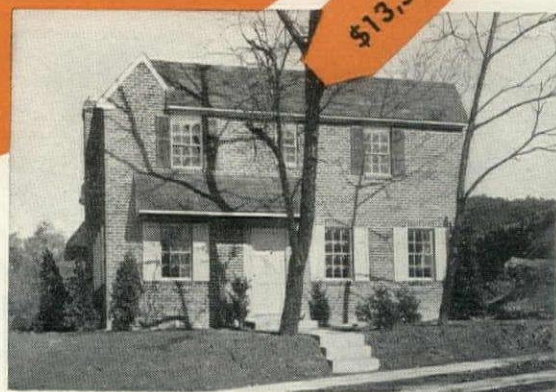


\$26,900



# McClatchy calls it "PERIMETER HEATING"

\$13,500



There is a big difference between Webster Baseboard Heating and just any "radiant" baseboard.

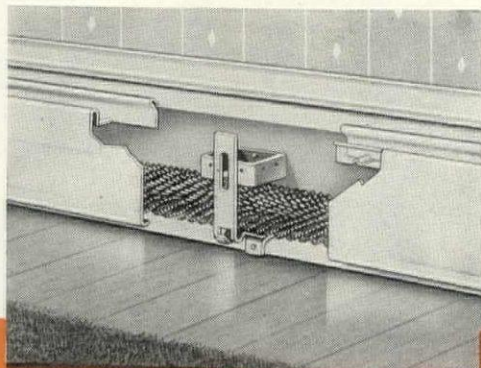
McClatchy, Philadelphia's leading large scale operative builder, knows this difference—knows from experience.

McClatchy calls Webster Baseboard Heating "Perimeter Heating", and says "it's the finest, most modern type of home heating. Every outside wall is thoroughly heated from the baseboard up and that, as you know, is ideal heating. Complete, comfortable, economical" . . . And that is why Webster Baseboard Heating is featured in "Homes by McClatchy".

Webster Baseboard Heating is reliable hot water heating without radiators — proven by more than 1300 operating installations in residences scattered from Seattle to Miami.

Webster Baseboard Heating is also playing an important part in one and two-story garden-type apartment projects, currently under construction in Indianapolis, Washington, Norfolk, Atlanta, Buffalo, Chicago, Cleveland, and other cities. One project alone will require over 6 miles of Webster Baseboard Heating.

Webster Baseboard Heating is truly "Perimeter Heating". It provides a screen of warmth around all exposed walls; even temperatures *everywhere*, from floor to ceiling; all the advantages claimed for forced hot water *plus* radiant effect from warmed baseboards and walls, *plus* natural convected air movement so essential to comfort. There are no radiators. The heating element is concealed and the baseboard installation extends only 2½" beyond plaster line.



In the Penn Valley Home shown at upper left and priced from \$26,900 McClatchy offers: Stone, 4-bedrooms, 2-3 baths, powder room, electric kitchen, automatic washer, television and Webster Baseboard Heating.

In the semi-detached Germantown Home shown directly above and priced at \$13,500 McClatchy offers: Brick, 3 bedrooms, tile bath, in-line kitchen, concrete cellar, detached garage, and Webster Baseboard Heating.

McClatchy "Perimeter Heating" installations for both Germantown and Penn Valley Homes by Farrell Sales and Service, 69th Street, Upper Darby, Penna.

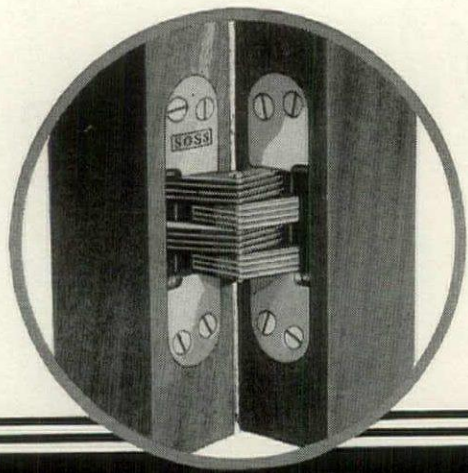
Want the whole story? Write us. A Webster Representative (average 21 years service) will make an individual study of your project.

WARREN WEBSTER & CO., Camden, N. J.  
Representatives in principal U.S. Cities :: Est. 1888  
In Canada: Darling Brothers, Limited, Montreal

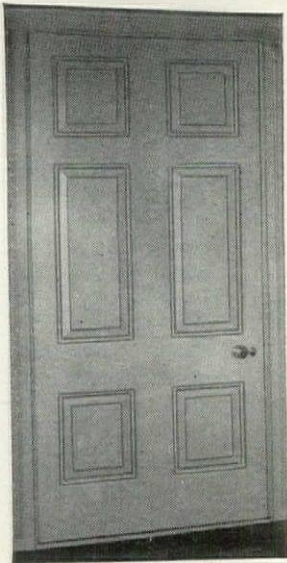
## Webster BASEBOARD HEATING



## LETTERS



# THE HINGE that hides itself



• Soss Invisible Hinges do just that. They are actually mortised in the door where a hinge belongs. There are no ugly, protruding hinge butts to mar the streamlined beauty, the graceful lines of modern architecture. Flush, smooth interiors are assured because the Soss Hinge is completely out of sight. No home is really modern without Soss Hinges.

These rugged, precision built hinges are sturdy, durable and operate smoothly and silently. Your clients will appreciate Soss Hinges because of their outstanding qualities and the modern touch they provide.

*There is the right Soss Hinge for every kind of door, panel, and cupboard. Write for the Soss "Blue Print Catalogue" giving full details of the many uses of this modern hinge. This catalogue free on request.*

**SOSS MANUFACTURING COMPANY**  
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that fulfills a real economic need. I hope that our explanation of how we have handled it may encourage others with this thorn in their side to obtain their healing.

A. T. CASSIERE, C. E.

Fontana, Calif.

### PRACTISING MISOGYNIST

Forum:

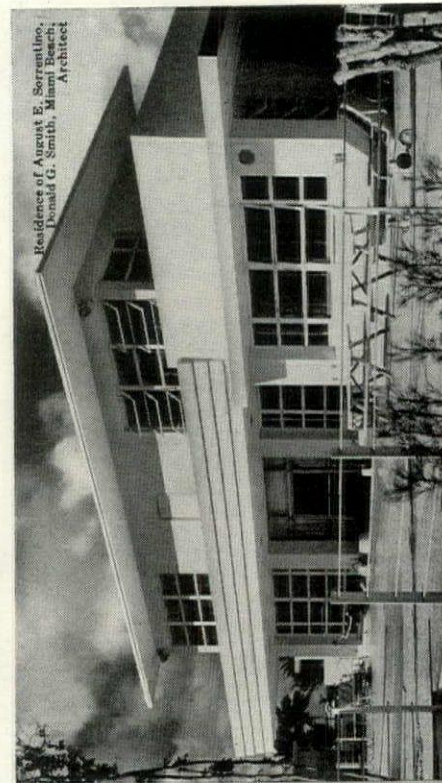
I've just received the new *Roster of Architects' Offices, Members of the Washington State Chapter, A. I. A.*, and am amazed at the large percentage of members who, being presumably of sound mind, have indicated thereon that they are "interested in residential work." This means, by inference, that they are willing to hazard life, liberty and the vaguest chance for happiness by taking on women clients. For, as everyone knows, a house job means a lady client in 98.44 per cent of the cases.

Assuming that the above mentioned attitude of the profession is typical throughout the country, I am duty bound to speak to the younger architects: If you don't want your life expectancy reduced five years by every job, if you don't want to be a broken old man at 45, and end up in a psychopathic hospital, paint a "No Women Clients Allowed" sign on your office door immediately. If you can't make a living after that, go back to barbering, join the intellectual ranks of hospital orderlies, drive a truck, be a piano mover. Sink even lower, as I did, and open a specification office. Do anything. But give the female clients a wide berth, and you'll thank me on the Last Morn.

It is a scientific fact that whenever a normally charming and gracious lady chicken builds a nest, her temperature and blood pressure rises, she becomes irritable, more or less violently insane, neglects her housework and children, and won't let her husband touch her with a 10 ft. pole. These same things happen when the female human decides to build a house, but in far more virulent form. For she's been reading a lot of buncombe in amateur house building books and magazines which the hen wisely avoids. Furthermore, she demands that every trick and gadget she ever saw in these swindle sheets be incorporated into her one house—\$24,000 worth for \$8,000—with the architect's fee thrown in. This, obviously, is buncombe doubly damned.

What you young practitioners of today don't realize is that these are super-normal times. Architects are busy and independent, and the lady client is forced into a semblance of sane behavior. But be sure she's just biding her time. With the certain advent of normality or depression, she'll burst out again with the tears, the tantrums, the sudden and drastic changes and counter

(Continued on page 26)



Residence of August E. Sorrentino,  
Donald G. Smith, Architect

## SHEER LUXURY at an EVERYDAY PRICE

**W**HAT should these beautiful windows cost? Before you guess, run over the advantages a picture cannot show. • Comfort, for instance. Draft-free ventilation in any weather—any climate. • Convenience. Just a turn of a smoothly working crank operates the sash. No push—no pull. • Safety, too. Storm sash and screens indoors! • Superlative beauty, whether open or shut. • No wonder Gate City Awning Windows are specified for so many of America's finest residences. Yet with all their superior qualities, these windows compare favorably in cost with conventional windows! • For further details, see Sweet's, or write Gate City Sash & Door Co., Dept. F, Fort Lauderdale, Florida.

## AWNING WINDOWS by GATE CITY

Export Sales Representative, Frazar & Company, 50 Church St. New York 7, N.Y., U.S.A. Cable address: Frazar. N.Y. Agents in principal cities throughout the world.





Here's an attractive basement room combining design and construction features that would be welcome in any home, whether new or modernized. Best feature of all is the **ARCOLINER** Wet Base Oil Boiler, which furnishes carefree heating comfort for the whole house. With its handsome Canyon Two-Tone Red jacket, the Arcoliner harmonizes with any modern color scheme or remodeling plans. And because of its water insulated base, the Arcoliner can also be installed in first floor utility rooms.

**FIRST**

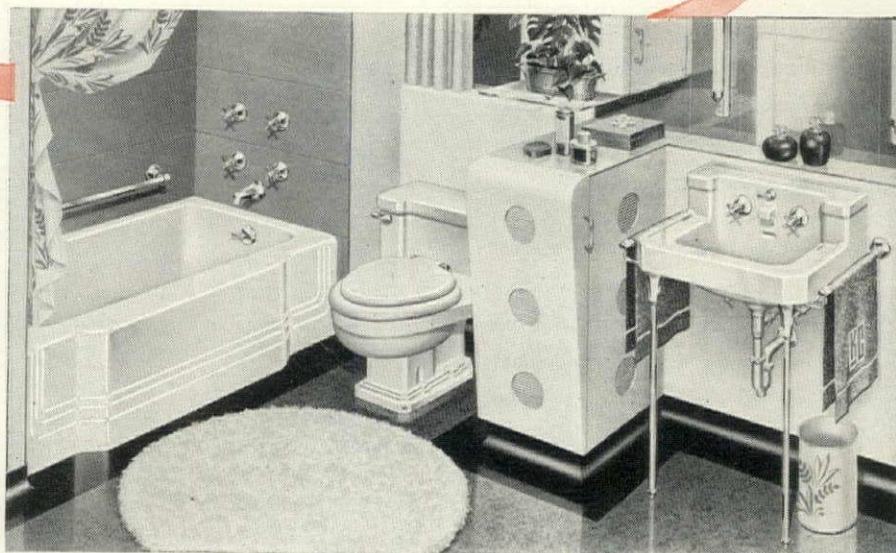
in heating and plumbing . . . because with

**AMERICAN-Standard**

beauty is more than skin deep!

■ There's more to American-Standard Heating Equipment and Plumbing Fixtures than meets the eye. Beneath the smart, trim jackets of the heating units, beneath the graceful lines and appealing colors of the plumbing fixtures, are the finest engineering and best construction that money can buy. That's why more American homes have heating and plumbing by American-Standard than by any other single company. For full information about the complete line, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.**

This beautiful bathroom is complete with practical ideas and smart plumbing fixtures to make any bathroom one of the most efficient rooms in the home. The inviting **MASTER PEMBROKE** Bath with its convenient rim seat, low sides and wide, flat bottom is made in both recess and corner models and in various sizes. The **MASTER ONE-PIECE** Water Closet is of genuine vitreous china and has quiet, thorough flushing action. The square bowl, shelf back **COMPANION** Lavatory is also of genuine vitreous china. All three fixtures come in white and many attractive colors.



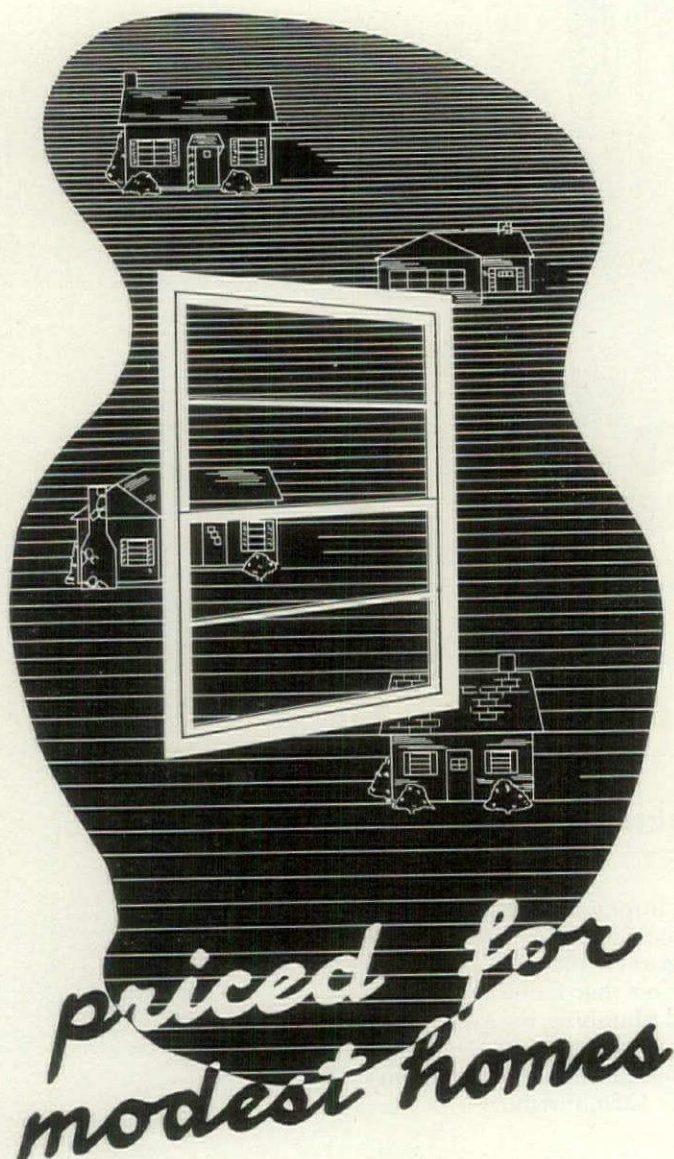
**AMERICAN-Standard**

*First in Heating and Plumbing*

**LOOK FOR THIS MARK OF MERIT**—It identifies the world's largest line of Heating and Plumbing Products for every use . . . including Boilers, Warm Air Furnaces, Winter Air Conditioners, for all fuels—Water Heaters—Radiators, Convectors, Enclosures—Gas and Oil Burners—Heating Accessories—Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim—and specialized products for Hospitals, Hotels, Schools, Ships and Railroads.



## LETTERS



Expert window engineering and the most modern metal window fabricating equipment are coordinated in the production of these fine, sparkling aluminum windows.

That's why even the most modest, low cost home can have windows that are built for the most luxurious. Erection is simple, too, and costs much less than for most other types of windows.

### PROMPT DELIVERY

Send for full size erection details and "Thorn Products for the Home."

**ALUMINUM WINDOWS**  
**J. S. THORN CO.**  
 PHILADELPHIA 32 PENNA.

changes in plans which will take bread out of your kiddies' mouths, clothes off their little backs. Scientific medicine will some day hold her responsible for the alarmingly high death rate among architects. Then, when the diagnostician discovers that the ailing architect has done any considerable amount of residential work, he will turn grave, place his hand on the patient's shoulder, and say: "Sorry, old man, but there's absolutely no hope. Use the morphine and sleeping pills freely. We'll try to make you as comfortable as possible until the end."

So you think I'm an old meanie, a woman hater, perhaps even a homo-sexual? Listen to this, Bub: I love women. I'm nuts about them. They are by far my favorite sex. I'm a fool for a pretty face, and for all the other things assembled beneath it. I've been infinitely saddened by the new longer skirts. I'm president of the "Just Below The Knee Club," but am laboring to raise its aims and ideals to a far loftier level. I've been in and out of love all my life, I've married and reproduced, even to the second generation. But for seven long years, I've never allowed a woman to enter my private office. (Oh, a'right, never to talk houses, anyway). Whenever we have lady guests at home and the conversation turns residential, I fold my tent like the Arabs and silently steal away. When we are the guests and the hostess, however lovely, quizzes me for more than ten minutes about house building, I rise from my uneasy seat, smash up the parlor furniture and leave, never to return. Before God and these witnesses, I now pronounce you a very foolish person unless you heed this solemn warning and follow my advice.

FRANK STANTON

Seattle, Wash.

### RIGID FRAME TAXPAYERS

Forum:

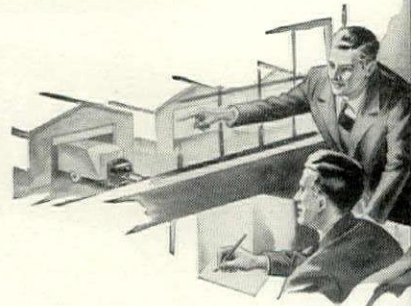
Your February article on the rigid frame building should help to popularize what you properly describe as a handsome and efficient architectural form.

Just as you say, the rigid frame is highly adaptable to single story buildings with large spans. However, when you remark that "there is no theoretical reason why simple rigid frames could not be used in multi-story construction," aren't you indulging in a bit of understatement, considering that multi-story rigid frames have been in common use for well over 40 years? Virtually all multi-story reinforced concrete buildings represent varieties of rigid frame construction. Their practicality is a matter of record.

The rigid frame is a "natural" for two-story buildings having no interior columns on the first story. As an example, the taxpayer. The commonest way to avoid the use of

(Continued on page 30)

## STOP Efficiency Loss at Doorways

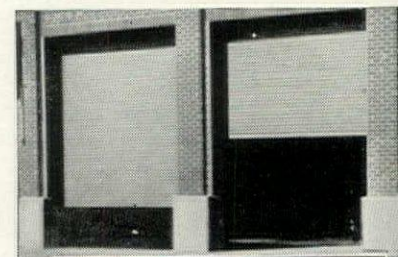


● Plant efficiency often bogs down at doorways without letting you know it. Costs pile up while vehicles wait for doors to be opened. Time and labor are lost when busy employees open or close doors. Heating and air-conditioning costs soar when doors aren't closed promptly.

You can put a quick stop to these profit leaks by installing Kinnear Motor Operated Rolling Doors.\* With a touch of a button, you raise or lower these doors at a second's notice—from any number of convenient points. They open straight upward and coil compactly above the lintel; all floor and wall space is fully usable at all times. The opened doors stay overhead, safe from damage by wind or vehicles. Their rugged, all-steel construction assures longer wear, low maintenance, extra protection against fire, theft, and storm damage.

Keep door efficiency in step with the rest of your plant; call your Kinnear representative, or write us today, for full information on Kinnear Rolling Doors.

\*Manually operated Kinnear Rolling Doors also available.

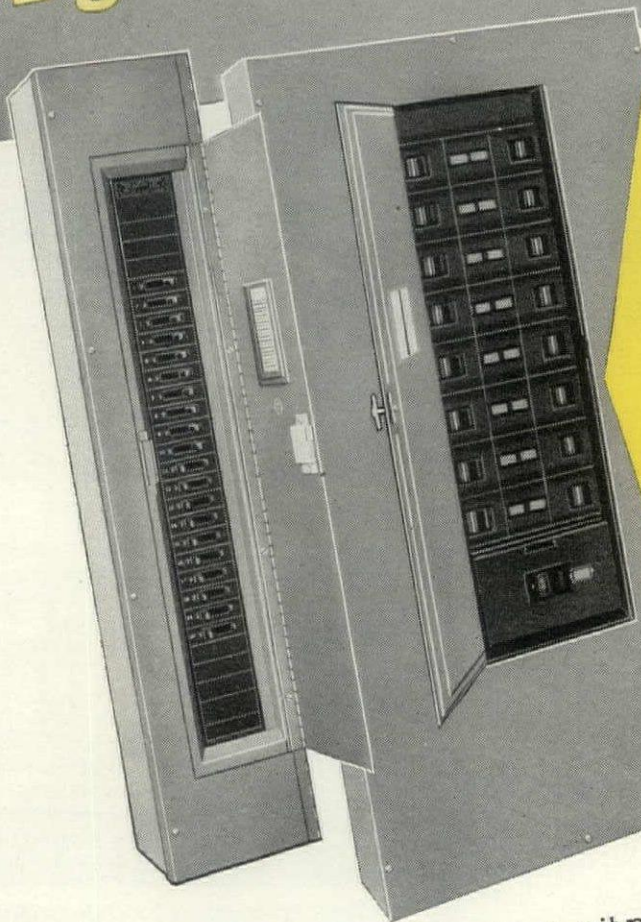


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ROLLING DOORS

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 Offices and Agents in Principal Cities



# SQUARE D Lighting and Power Panelboards FEATURE



**QUICK** *Coilless* **TRIP MAKE BREAK**  
**THERMAL-MAGNETIC**  
**CIRCUIT BREAKERS**

## GIVING 2-WAY CIRCUIT PROTECTION

**1 THERMAL TRIP**  
Holds harmless momentary overloads, but opens circuit if overload continues.

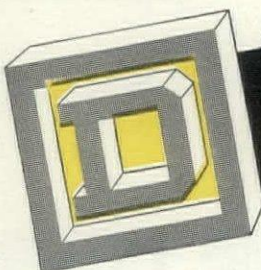
**2 MAGNETIC TRIP**  
Quickly opens circuit on "short."

**FUSES ELIMINATED**—2-way circuit protection is provided by thermal-magnetic (coilless) trip elements which need not be replaced after operation...common trip disconnects all lines, preventing single phasing... anyone can quickly restore service after cause of tripping has been removed...no live parts are exposed...compact mechanism is built for frequent operation under heavy load.

**ML CIRCUIT BREAKER LIGHTING PANELBOARDS**  
are either standard width or narrow column type. Flush or surface mounting. Up to 42 circuits. 15 to 50 ampere branches. Lugs only or circuit breaker mains.

**ML CIRCUIT BREAKER POWER PANELBOARDS**  
are either standard width or narrow column type. Flush or surface mounting. Any combination of 15 to 600 ampere branches. Lugs only or circuit breaker mains. Maximum 250 volts D. C. or 600 volts A. C.

Ask your Electrical Wholesaler or call in your nearby Square D Field Engineer



**SQUARE D COMPANY**

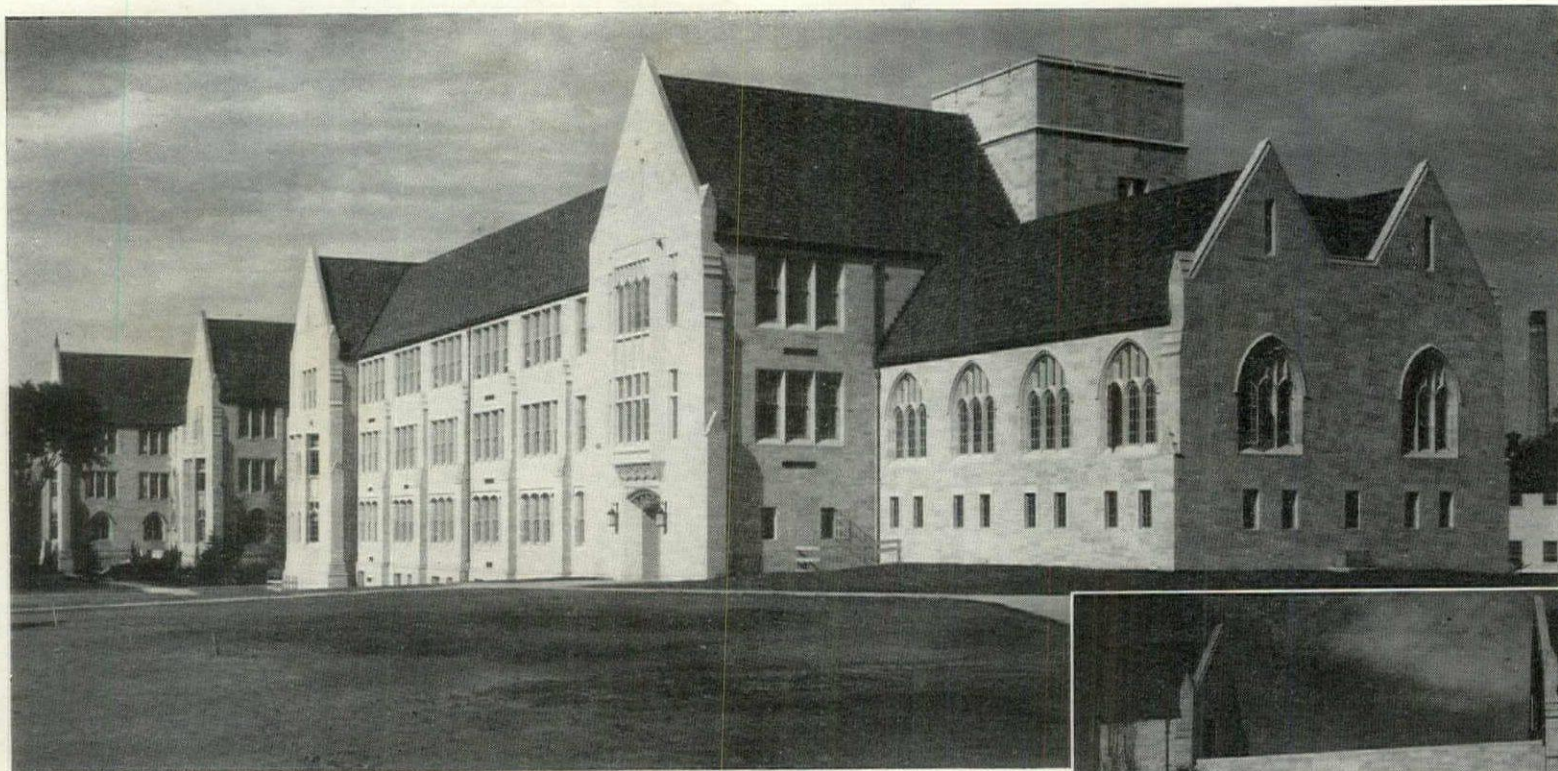
DETROIT

MILWAUKEE

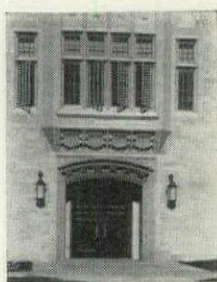
LOS ANGELES

SQUARE D CANADA, LTD., TORONTO, ONTARIO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.





ALBERTUS MAGNUS HALL, COLLEGE OF ST. THOMAS, ST. PAUL, MINNESOTA  
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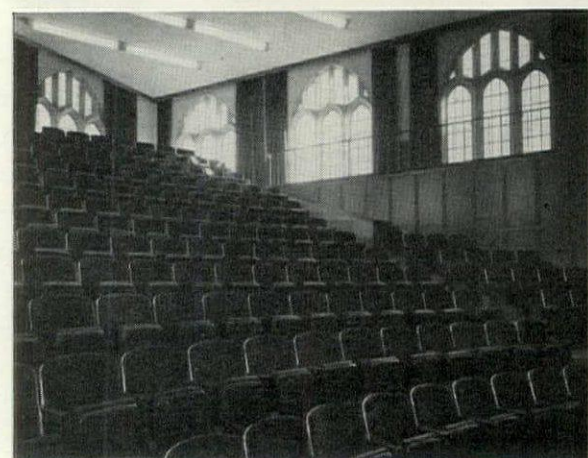
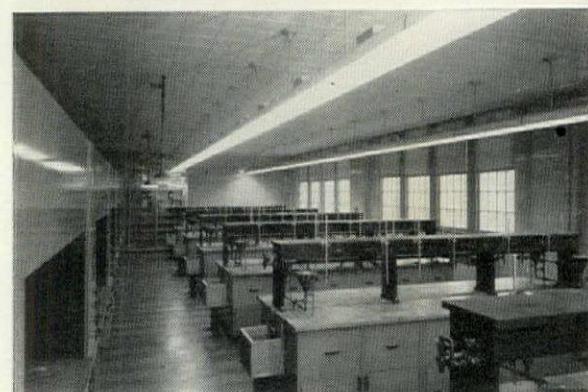
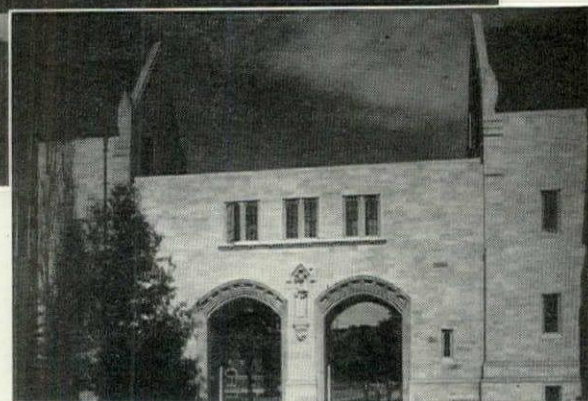


Albertus Magnus Hall, new science building on the St. Thomas College campus, was completed in September, 1947, at a cost of \$1,250,000. This new building, of Mankato Stone, with Indiana Limestone trim, and Clay Tile roof, in Collegiate Gothic Style, forms an imposing, harmonizing unit with others on

the campus of this liberal arts college.

Founded in 1885, St. Thomas was established as a seminary for theological students, and a six-year classical academy for laymen. Since 1910, when St. Thomas conferred its first academic degrees, thousands of its graduates have become business, professional and religious leaders in the Twin Cities and the Northwest.

Here, as in other similar institutions from coast to coast, Pratt & Lambert Paint and Varnish were used to enhance and protect the interior surfaces of the new building. The aid of the Pratt & Lambert Architectural Service Department in securing appropriate decoration for any type of structure, is yours on request.



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# PRATT & LAMBERT PAINT AND VARNISH



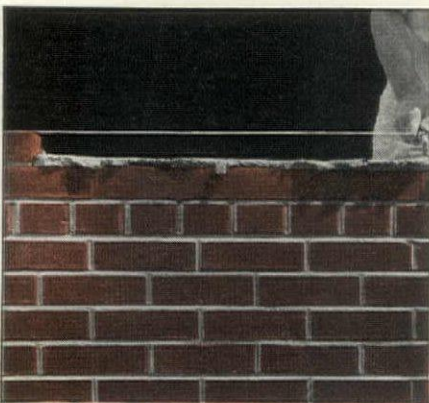
# BRIXMENT Makes Good Workmanship EASIER!

The pictures below show an example of good workmanship — and of bad workmanship. They also explain why mortar such as Brixment makes it *easier* for the bricklayer to deliver good workmanship.

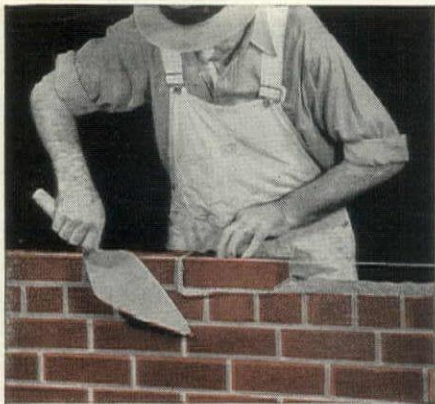
No. 2 OF A SERIES—

## THE RIGHT WAY AND THE WRONG WAY—IN BED JOINTS

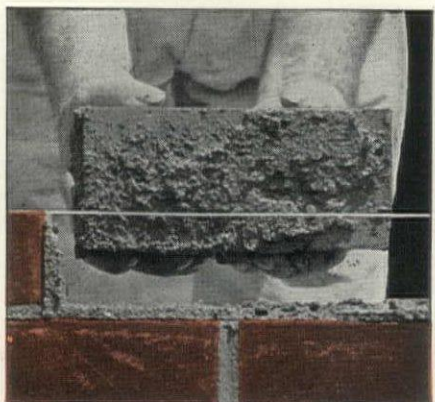
*When absorbent brick are used, especially in hot weather, mortar should be spread out over only a few brick at a time. The brick should be placed on this mortar immediately, before it can stiffen.*



The mortar should be spread over a few brick only.



So the mortar will still be soft and plastic when the brick are bedded.



Then the mortar will stick to the brick on top of it as well as to the brick below it.

**BRIXMENT** makes good workmanship *easier* because it holds its moisture longer than ordinary mortars, when spread out on the wall. This enables the bricklayer to properly bed the brick before the mortar has stiffened too much.

Brixment mortar has greater plasticity, higher water-retaining capacity and bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY  
*Incorporated*

LOUISVILLE, KENTUCKY

*If the mortar is spread out too far, or if any delay occurs between spreading the mortar and placing the brick, the mortar will be sucked dry and will not stick to the brick placed on top of it.*



Mortar for this bed joint was spread out on the wall too far.



So the mortar dried out too much before the next course of brick was placed on top of it.



Therefore the mortar did not stick to the top brick. A good bond was not secured.



## LETTERS

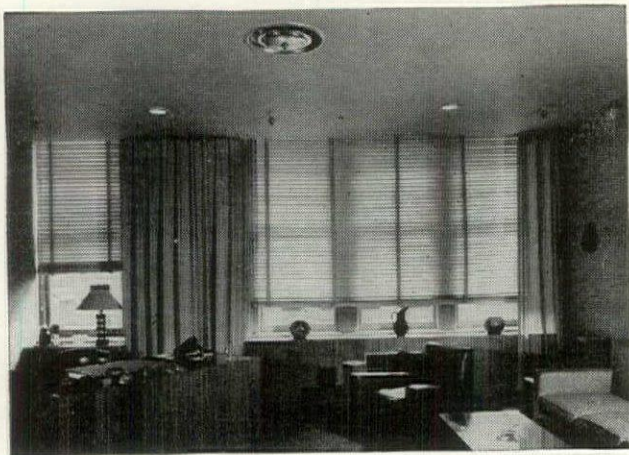
### New handbook on air diffusion

*How to select, install and adjust diffusers for greater control of air conditioning performance.*



**FREE** to those who design, install and maintain air conditioning equipment.

The new handbook contains the latest engineering data on air diffusion in general and the use of adjustable air diffusers as a positive means of eliminating drafts, hot spots, cold spots, poor humidity control, stratification, air noise, ceiling smudge and other complaints. It is profusely illustrated with photographs, sketches, charts and dimension prints for quick, accurate Selection—Application—Location—Assembly—Erection—Testing—Adjustment of Air Diffusers and of Accessory Equipment such as air equalizing grids, mounting rings and air sectorizing baffles.



**Beauty** of an air diffuser lies in its simplicity and ability to blend with an interior. Kno-Draft Diffusers in their original aluminum furnish an interesting and unobtrusive decorative accent. Painted to match the ceiling, they become self-effacing. Because of their simplicity of design, they blend easily with modern or period interiors.

**Utility** of a diffuser lies in its ability to create "custom-made" air distribution patterns. The air direction and volume on each Kno-Draft Diffuser can be altered after installation. This eliminates the tough job of deciding everything about the air movement in advance. Also, you can change the air pattern with the season or when processes, people or partitions are relocated.

For your free copy of the new handbook on air diffusion, please write Dept. T-100.

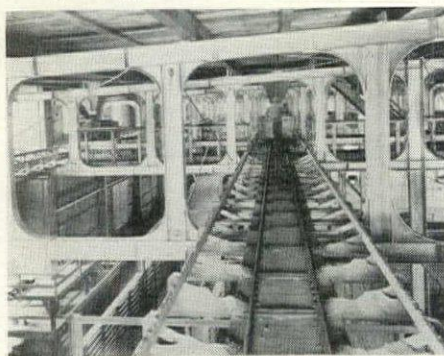
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*Air Diffusion • Air Purification • Air Recovery*

112 East 32nd Street  New York 16, N.Y.

IN CANADA: Douglas Engineering Co., Ltd., 190 Murray Street, Montreal 3, P. Q.

columns on the street floor of the taxpayer is to hang the second floor from the roof trusses. Now the same trick could be done with the rigid frame without using roof trusses. The entire second story could be considered a rigid frame resembling a ladder lying on its side. This shape is the familiar Vierendeel truss. Here the columns would act as web members and the roof and second floor beams as top and bottom chords of the Vierendeel. The writer does not know of two story buildings which have made use of this system, although one can readily find an analogous application in the typical multi-



**AUSTIN COMPANY** used ladder type rigid frame to accommodate tracks and tram cars at second story level. (Forum, Feb. '45)

story frame. The solution is an obvious one and should become widespread with the extended use of rigid frames . . .

In our enthusiasm for the rigid frame, let's not write the obituary of the steel frame building as we know it today. The old boy is going to be with us a long time. It is even questionable whether the multi-story rigid frame is altogether superior to the hinged frame.

To such items as design difficulties, supervision of welding, etc., two precautions in the use of the rigid frame should be added. First, a rigid frame is difficult to change once built. Second, if a rigid frame is not designed properly for yielding foundations, failure could result. Yielding foundations could set up strains several times the strains caused by dead and live loads, as has been demonstrated by analysis and test. The architect should check to see if in selecting a rigid frame in such cases he gets an economical design.

MILTON F. KIRCHMAN

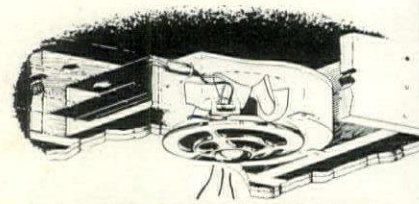
New York, N. Y.

### BEAUX ARTS INVIOLEATE

Forum:

In reference to an article titled: "THE BEAUX ARTS INVIOLEATE . . ." (Forum, Feb. '48) I write this letter . . . I happen to be a student in Architecture at the "Ecole des Beaux Arts de Montreal" (Canada). I would like to inform you that what is written or said about the Ecole des "Beaux Arts de Paris" concerns us also because we

(Continued on page 34)



## COOKING CABBAGE

IS AN

## ARCHITECT'S PROBLEM

The problem of removing unpleasant cooking odors and greasy fumes definitely is on the architect's drawing board today. Women expect it to be solved in the plans.

THE BEST SOLUTION IS

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Blo-Fan's patented combination of fan and blower principles provides an efficiency unobtainable in any other fan. See Sweet's 29b/12 or write for complete information.

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The Line for YOU... In Colors or White... It's Blended Just Right... To STAY Sparkling Bright!  
Each is a real "Dutch Boy" paint... specially blended to do its job especially well. Each is the result of over 30 years of continuous outdoor paint tests!



## 1. Blended

**Bright White Stays White!** "Dutch Boy" Bright White is self-cleaning! The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding and for a dazzling white finish that stays white!



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**TINTS Stay Fresh!** "Dutch Boy" Tints go on crisp and fresh... and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color!



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## 4. Blended

**PRIMER Seals, Hides and Holds!** An undercoat of great sealing and hiding power that holds fast. Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, even on unpainted wood!



## \* The New Line of "DUTCH BOY" BLENDED PAINT

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Made by the Makers of the Famous "Dutch Boy" White Lead



### And what an INTERIOR PAINT!

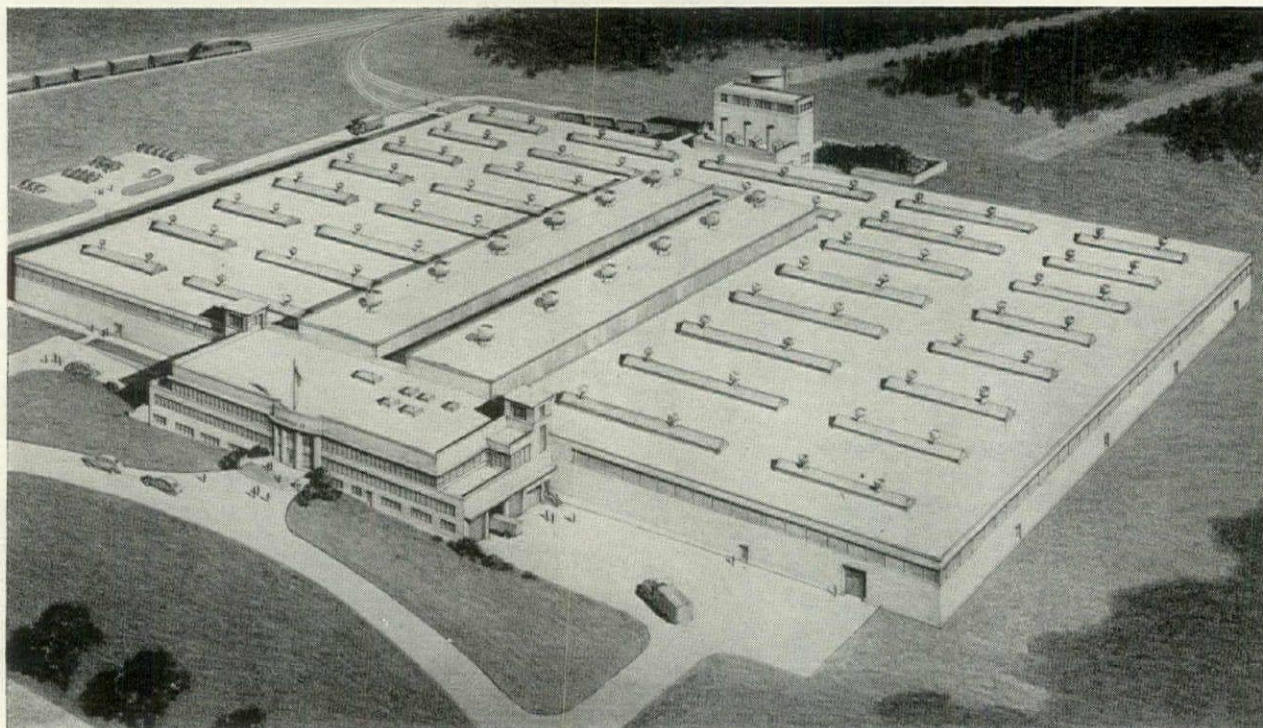
Never Before... a one-coat, inside paint that really covers in one coat... yet really washes like new! It's the new "Dutch Boy WONSOVER"! Never Before such covering power in a real oil, flat paint! "WONSOVER" covers in one coat... even wallpaper and water-mixed paints!

Never Before such an easy-to-clean one-coat paint as "WONSOVER!" Stains, even ink, don't sink in, so they wash right off! The colors? Fresh tints, soft shades, modern, deep tones and white white!

### "Dutch Boy" WONSOVER



*This building is truly* **MODERN**



New plant and warehouse of L. A. Dreyfus Company, Oak Tree, New Jersey.  
Alexander D. Crosett, industrial engineer.  
Thomas E. O'Brien Co., New York, piping contractor.

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## LETTERS



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WEIR-MEYER heating equipment is preferred for dependability and efficiency. Equipment for any fuel, from one manufacturer, simplifies estimates and specifications.

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WEIR-MEYER heating equipment typifies quality that assures quick, profitable turnover of houses built for sale. Simple, practical and economical installation.

#### customers demand . . .



WEIR-MEYER's 80-year reputation for quality and long life is known from coast to coast; buyers want this dependable carefree heating comfort and fuel economy.

#### FOR ALL FUELS . . . FOR EVERY INSTALLATION

There is modern, easily-installed WEIR-MEYER equipment designed and built for gas, oil, or coal . . . for homes with or without basements . . . for commercial applications. Write for descriptive literature and specifications.

**WEIR-MEYER** means modern heat



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follow very much their schedule of training, considering of course a few differences.

Well my first objection is: why worry about the training of the Beaux Arts? Is it jealousy, prejudice, or what? The government of every country in the world seems quite satisfied with graduates from the B. A., and especially in America. Have we not much consideration for famed men like Le Corbusier, Greber, Cormier, etc? Yes, because they came from the old country and were very seriously trained and mentally formed to judge and practice real Architecture. The goal of all the schools in Architecture is of course to turn out qualified men to practice Architecture to the utmost of their knowledge, and the Beaux Arts is not different in that line.

It is the procedure of training that is different: it is . . . based on something well recognized throughout the ages as MASTERPIECES OF ARCHITECTURE. Will that art fall all of a sudden just like that, because of reinforced concrete? No, we are better men in judging than that. In some schools the students are trained to be somewhat "modern" and to study a certain form of architecture, what form? Nothing like it has been done before and suppose it fails, and if it doesn't fail, will it last?

. . . The influence of man on a certain type of dwelling is certainly something we understand clearly after studying past Architecture. Then, once in practice, the client comes to us and tells us he wants this or that because he is a certain type of a man; then we solve his problem because we are trained to understand him that way . . .

So the Ecole des Beaux Arts is by far, I believe, the most up-to-date school of Architecture because, it puts up with one of the toughest problems of today: understanding the man of today . . . Again I emphasize the words repeated by Mr. Louard about the Ecole des Beaux Arts, that it is: "A LIVING BODY WHOSE AIM IS TO PRESERVE WHAT IS FUNDAMENTAL, AND ABSORBS FROM THE PRESENT DAY THAT WHICH ALLOWS ITS CONTINUAL REJUVENATION . . ."

GUY PARENT  
Architectural Student  
Ecole Des Beaux Arts

Montreal, P. Q.

Forum is surprised to find Le Corbusier, violent opponent of anything Beaux Arts, cited as proof of Beaux Arts excellence. Forum also suggests that studying say, the Parthenon, while of historical value, would be of more help in understanding a Greek citizen of the Fifth Century, B.C. than machine-age man—Ed.

Forum:

Your article about the Beaux Arts School was of great interest to me. In June, when, as one of the representatives of British architectural students I visited Milan, I had

(Continued on page 38)



designed by  
Charles Eames

made by  
Evans Products  
Company

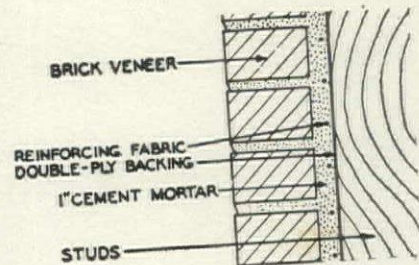
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# YOU GET SHEATHING, BUILDING PAPER, PLUS REINFORCED CONSTRUCTION

All in One With **Pittsburgh Steeltex** for Veneer

Close-up of brick wall being laid-up with Steeltex reinforcing. Note how customary 1" air space is filled with mortar to tie bricks, reinforcing wire and frame into one strong unit.



Cross section shows brick veneer, slab with reinforcing wires.

Pittsburgh Steeltex for Veneer provides sheathing and building paper all in one. But better than that it gives you strong walls of reinforced brick or stone construction with economy. Steeltex will make you proud of the permanent house you have built—make the owner sing your praises as an architect or builder.

Construction with Steeltex provides many advantages—a monolithic concrete slab completely around the structure—positive protection from moisture penetration—greater fire protection through elimination of dead air space and resulting flue action—all mortar joints completely filled—reduces upkeep. In addition it is easy to apply, requires no special tools or methods and takes the place of sheathing and building papers. Many architects and contractors have found it makes for better construction—they specify it on all their jobs.

Pittsburgh Steeltex for Veneer is a combination of cold drawn, galvanized steel wire, welded into two-inch square mesh, laced to a double-ply waterproof backing that is sealed with mastic. The absorbent face of the backing provides a suction bond with the mortar. The mesh provides reinforcing for the mortar which is slushed in behind the veneer. When dry, the wall is a strong unit of brick or stone and reinforced concrete slab, attached firmly to the frame as an integral part of the structure.

The better construction and savings with Pittsburgh Steeltex for Veneer will appeal to owners—you will like the ease with which it is applied. Specify it for all your jobs. For your copy of our catalog D. S. 132, write today to Pittsburgh Steel Products Company, 3232 Grant Building, Pittsburgh 30, Pennsylvania.

*This background photo shows Steeltex—one-third actual size.*

**Pittsburgh Steel Products Company**  
Subsidiary of Pittsburgh Steel Company





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**America's biggest home builders insure their leadership by giving extra value in every home!**

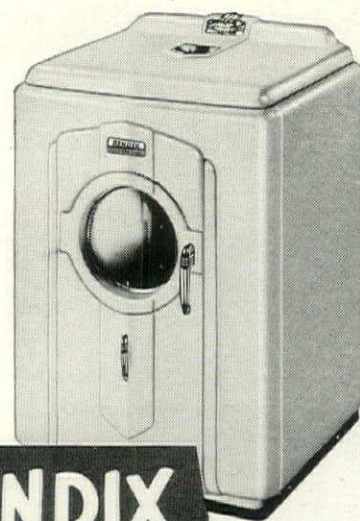
In the giant housing development at Levittown, Long Island, there are now 2,000 homes occupied by veterans. Each rents for \$65 a month. When the community is completed at the end of this year, there will be 6,000 homes with a population of 20,000! And each home will be equipped with a Bendix automatic Washer!

Certainly there's a reason. A Bendix-equipped home provides more efficient living, better living, easier living from the prospect's point of view. And, from the builder's viewpoint, Bendix equipment already installed in the home means easier selling or renting—today,

tomorrow, and the day after tomorrow!

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automatic  
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**EXTRA BEAUTY AND COLOR HARMONY** — Super Strip's extra thickness provides heavy shadow lines! And Super Strip comes in 10 shades to match any exterior color scheme of the home—Dixie Green, Harvest Blend, Blue-Black, Tile Red, Slate Blend, Slate Green, Green Blend, Azure Blend, Red Blend, Brown Blend.

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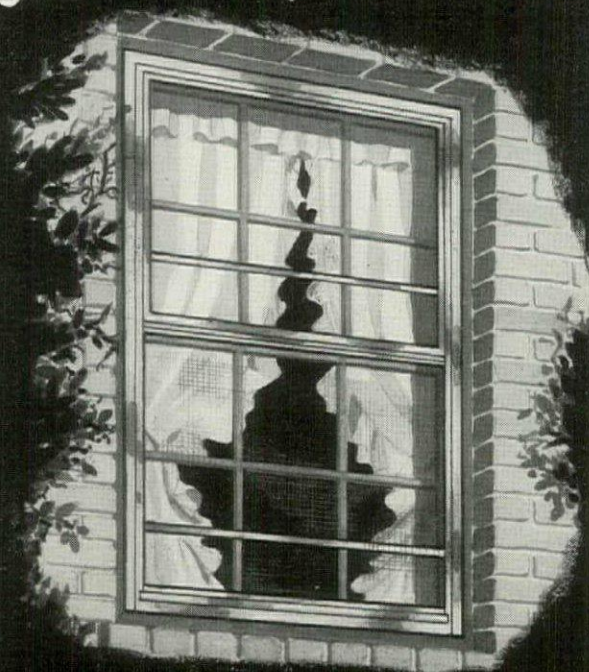
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## LETTERS

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the opportunity of seeing exhibits from both the Ecole des Beaux Arts and the Ecole Speciale d'Architecture.

The occasion was the Triennale Exhibition in Milan, and many European student delegations had been invited by their Italian colleagues to an architectural student congress, bringing exhibits with them.

The French Beaux Art exhibit was similar to the one you described. Indeed it may have been the same one, but was the only one of its type among European student work. In discussions most of the French students could or would not see the lack of progressive thought in their school methods. While nearly all student delegations expressed dissatisfaction with certain aspects of their education, the French students seemed more apathetic toward proposed changes. No social problems seemed to be considered in their solutions, nor did their drawings hold forth any hope of a successful contribution toward European reconstruction.

Unfortunately the exhibit from the Ecole Speciale, was not much different in spirit from the Beaux Arts exhibit, except in showing a strong influence by Perret.

I should like to add that it seems a pity that no contact with American architectural students had been made. Exhibitions from American Schools could be sent to Great Britain and other European countries, while similar exhibits from Europe could tour the United States. Closer contacts would bring about the exchange of stimulating thoughts, and would be of mutual benefit.

I am sure that the Architectural Students Association of Great Britain, c/o School of Architecture, All Saints, Manchester 15, which has taken a leading hand in international co-operation, would only be too glad to hear from any American organization.

S. ANSELEVICIUS

Chicago, Ill.

Dip. Arch. (Leeds)

### LETTER FROM ENGLAND

Forum:

A feature distinguishing architectural training in Great Britain from that of prominent continental schools is the variety and number of design problems set in each session. Continental students are usually given one or occasionally two design problems per session. This results in an extremely thorough detailing of the subject from all aspects, often only equalled in an architectural office. In Great Britain the student is faced in each session with about four planning problems which, naturally, are only carried to a limited stage of detailing. However, teaching in construction is integrally related to the teaching of design, and in the more advanced sessions students are required to develop carefully studied schemes with

(Continued on page 42)

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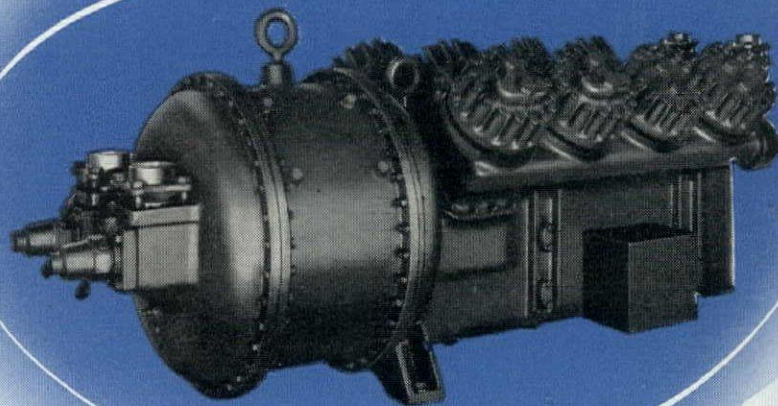
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**A. THE COMPRESSOR**

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*niques have further increased precision—adding more years of trouble-free life. Now, the Life-Line Compressor Motor Unit, in large or small air conditioning installations, provides unmatched dependability and economy of operation. And remember, only Westinghouse makes all the important components of an air conditioning system—assuring coordinated design and performance of all parts. Only Westinghouse can offer you these advantages. Call your nearest Westinghouse Air Conditioning distributor, or write to Westinghouse Electric Corporation, Sturtevant Division, 55 Readville Ave., Hyde Park, Boston 36, Mass.*

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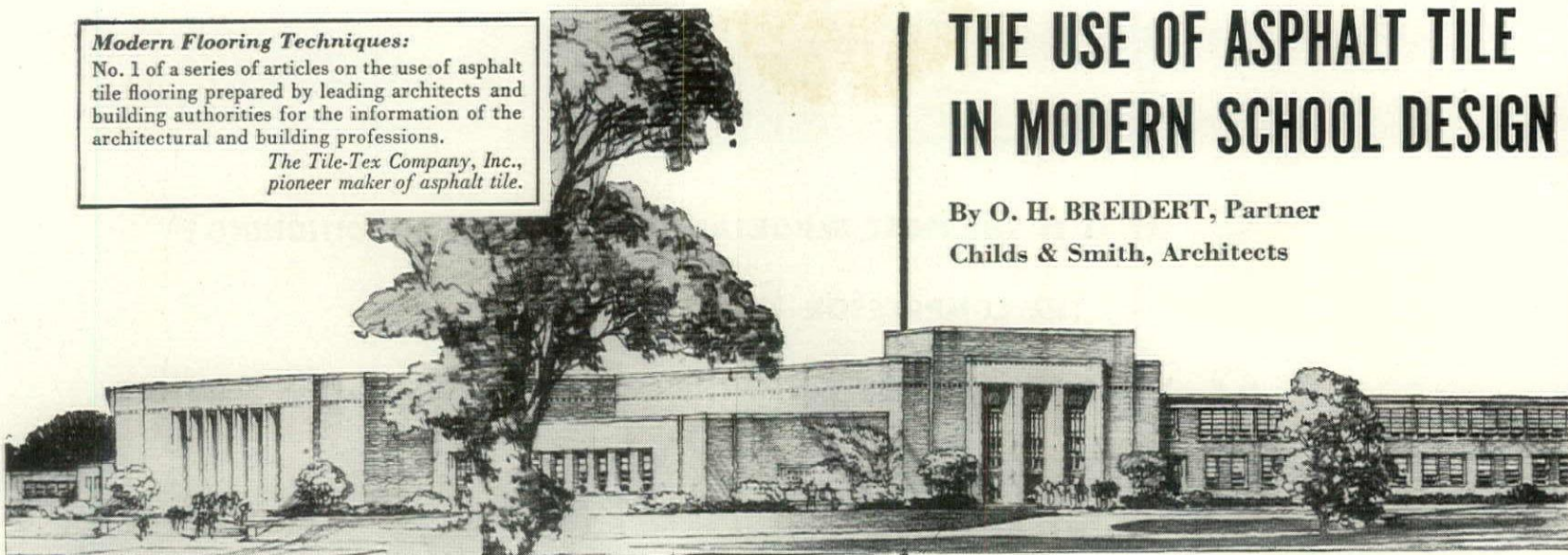
No. 1 of a series of articles on the use of asphalt tile flooring prepared by leading architects and building authorities for the information of the architectural and building professions.

*The Tile-Tex Company, Inc.,  
pioneer maker of asphalt tile.*

# THE USE OF ASPHALT TILE IN MODERN SCHOOL DESIGN

By O. H. BREIDERT, Partner

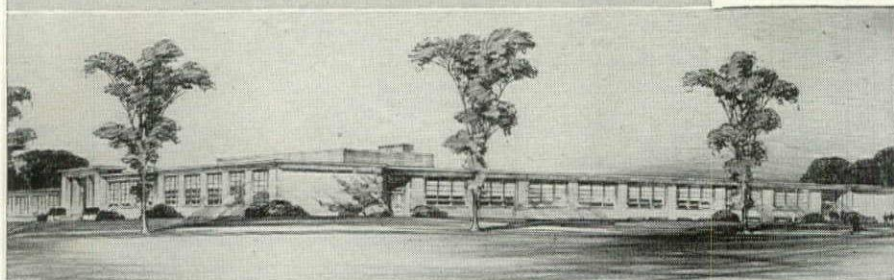
Childs & Smith, Architects



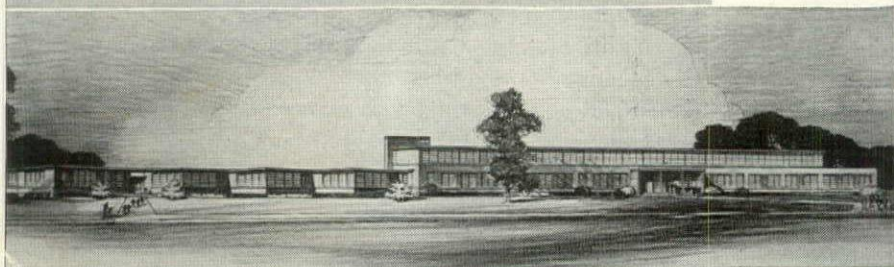
In a senior high school, as illustrated above, we find that asphalt tile floor covering and base is most practical and economical throughout *all* rooms and corridors, with the exception of the gymnasium, shower, locker and toilet rooms and industrial arts department.



Postwar school model. Asphalt tile to be used here in all except general toilet areas. Where community activities require constant use of the combination gymnasium-auditorium, an asphalt tile floor is recommended.



Our plans for a junior high school call for asphalt tile in all rooms and areas except the gymnasium and general toilet and locker rooms where ceramic or terrazzo floors will be specified.



In elementary buildings (kindergarten through sixth grade) asphalt tile can be used throughout all rooms with the exception of general toilet rooms, where ceramic or terrazzo floors are recommended.

*The architectural firm of Childs & Smith, Chicago, Illinois, has been in constant touch with problems of school design for 35 years. Its current school work consists, in part, of elementary, vocational, junior and senior high schools and junior colleges plus other special school buildings for these and other communities: Hinsdale, Ill., Shelbyville, Ill., Watseka, Ill., Wilmette, Ill., Kankakee, Ill., Flossmoor, Ill., Cedar Rapids Iowa, Clinton, Iowa and Wisconsin Rapids, Wis.,*

**I**N A continuous practice of architecture over a period of 35 years, we have found that a floor and base of asphalt tile is the most practical and economical type of floor covering for new educational buildings both from the standpoint of initial *and* maintenance costs.

Asphalt tile floors, if properly cleaned, waxed and buffed after installation, require a minimum amount of maintenance throughout the year to keep them clean and bright in appearance. Thorough cleaning and waxing by an efficient janitorial staff several times a year along with regular daily sweeping, will keep an asphalt tile floor in excellent condition for many years.

With the proper handling of design and color combinations, the architect may use asphalt tile to design school floors to fit any decorative requirement. Asphalt tile can be obtained in a variety of colors and sizes. This makes it possible to use simple designs employing one marbled color throughout the classroom or more complex decorative design in entrance lobbies, foyers, corridors and special rooms.

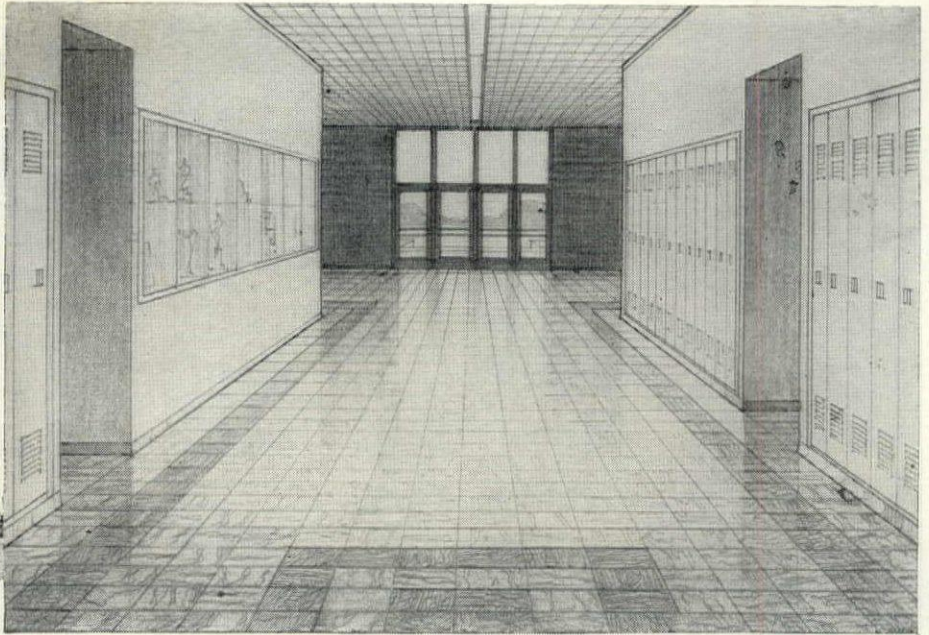
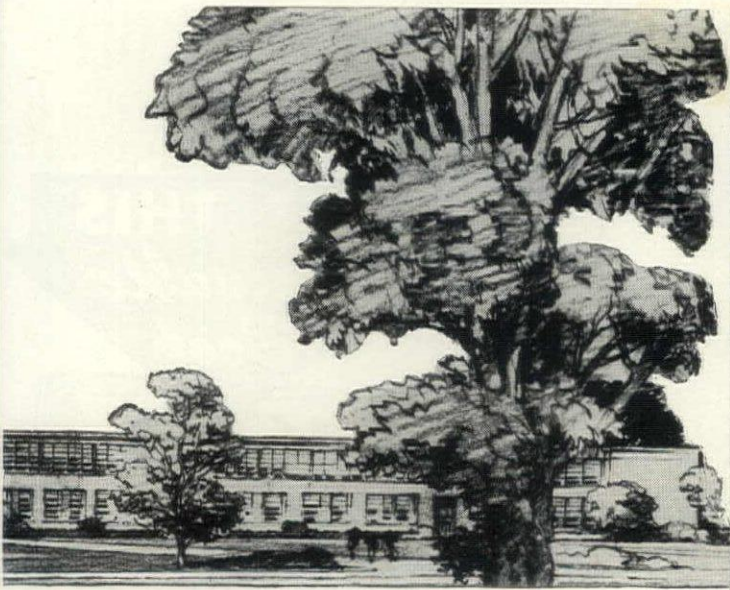
Asphalt tile is the only type of resilient flooring which can be installed safely over concrete sub-floors in direct contact with the earth. Its performance is not affected by normal moisture and dampness.

### Recommended uses of Asphalt Tile in specific areas

**Corridors** • Asphalt tile is a most practical flooring for corridor and stair hall use because of its long wearing qualities. Attractive pattern and pleasing color combinations may be devised to add color and interest to these areas. Where corridors must necessarily be narrow, asphalt tile floors can be laid out to give the effect of greater width. Recommended, too, is the use of directional lines to indicate student traffic.

**Classrooms** • An asphalt tile floor laid over concrete and with a set-on base is ideal for all classrooms in elementary through junior college buildings. In the classroom sketched at right, light colored marbled tile in  $\frac{1}{8}$  inch thickness in standard 9 x 9 or 12 x 12 inch sizes is indicated. Light colored asphalt tile provides needed light reflection and conforms to the modern trend in classroom color schemes, namely, natural colored furniture and light wall and ceiling decoration.





A marbled floor in one color is recommended because it doesn't distract pupils and is easiest to maintain.

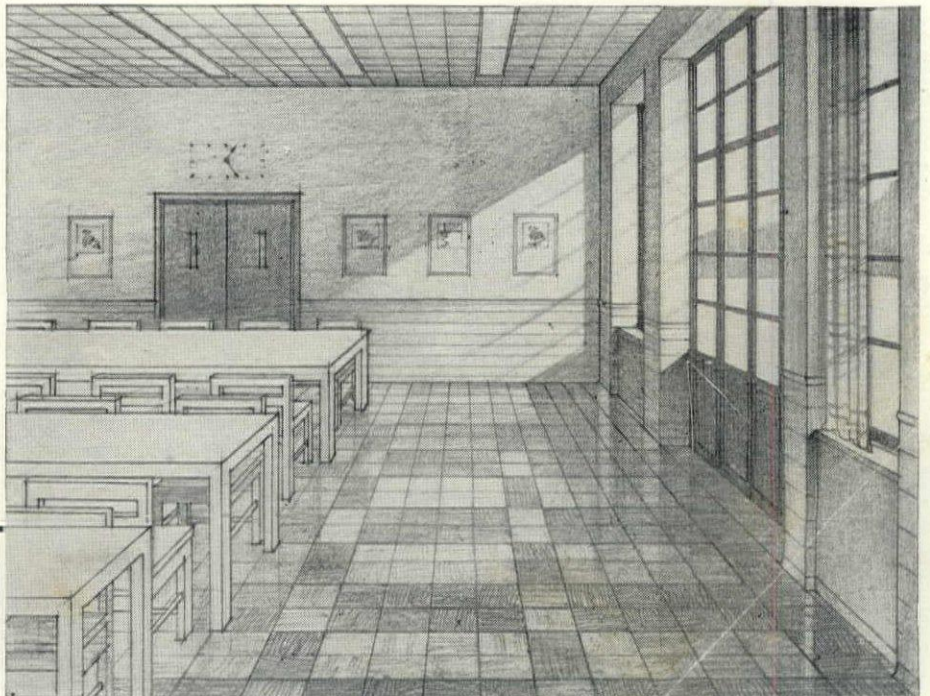
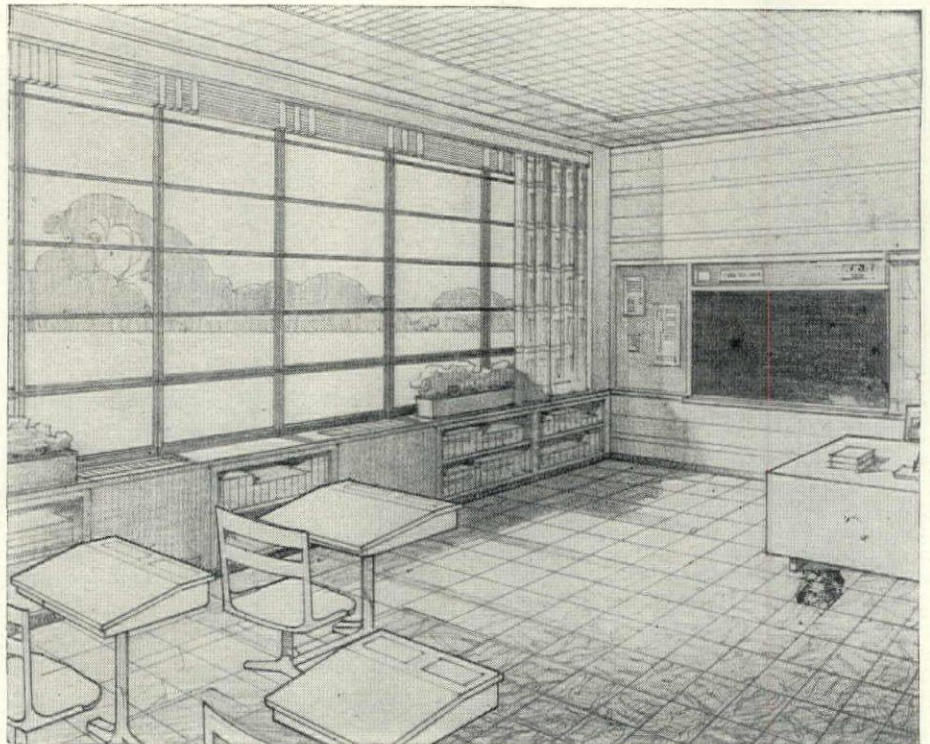
**Lunchroom, Cafeteria and Kitchen** • A greaseproof 3/16 inch asphalt tile is advised for all food serving or dining areas. An interesting floor pattern is important because these, like all rooms under the modern school plan, should be designed for a dual function. The cafeteria dining area shown at right below can be converted quickly into a room for school parties and dancing. A properly treated asphalt tile floor is an excellent surface for dancing.

**Kindergarten or Play Rooms** • Asphalt tile floors have many advantages in elementary (kindergarten through sixth grade) schools, especially in play room areas where game and court lines are required. These lines can be set in a plain, light colored asphalt tile in a field of medium colored marbled tile, thus eliminating constant repairing and repainting of the lines. Attractive floor designs are particularly important in modern educational programs for younger children.

**Toilets and Lavatories** • Asphalt tile is an excellent floor covering for small toilet rooms and lavatories in connection with kindergarten and lower grade rooms, toilets in administration and health departments and teachers' rest rooms. For large general toilet rooms, showers and locker rooms, ceramic tile, terrazzo, art marble or marble are more practical materials.

**Renovating and Rehabilitation** • In addition to new educational structures asphalt tile is being used in the rehabilitation of existing schools to reduce floor maintenance costs—to solve the problem of floor repair economically—to provide a more comfortable floor—and to change the purpose and character of specific rooms.

The Tile-Tex Company is proud of the role that Tile-Tex\* Asphalt Tile has played in the building of America's Schools. This quality asphalt tile flooring has been thoroughly proved in over 23 years of service in school buildings. For more information or reprints of this article, write The Tile-Tex Company, Inc. (subsidiary of The Flintkote Company), Chicago Heights, Illinois. Sales offices in Chicago, New York, Los Angeles and New Orleans.



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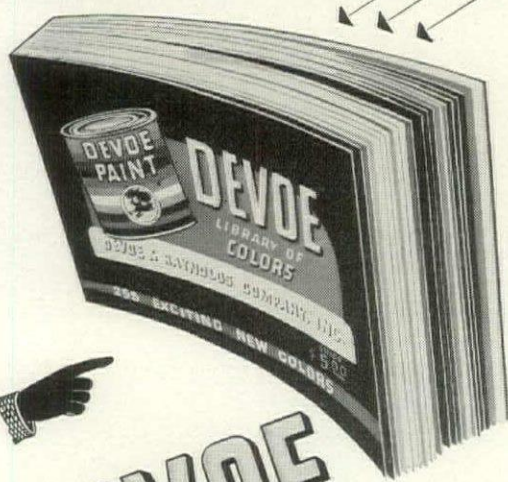


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## LETTERS

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the detailed drawings necessary for a contract.

In comparing the British and Continental systems of training I can only conclude in general terms that the bias is toward construction on the continent, and toward planning in this country; I would suggest, however, that at the end of his training, the British student is in a more favorable position to tackle the manifold and complex problems he is likely to come across in practice and competition work.

The scheme described below represents the thesis prepared in 1940 for the diploma at the Polytechnic School of Architecture, London. The subject selected, in conjunction with three other students, was the redevelopment and replanning of the museum area in South Kensington, London. The rectangular 64 acre site contains at present a deplorable conglomeration of museums, offices, colleges and hostels. It was decided to sweep away all the existing buildings in order to redevelop the site on contemporary lines incorporating all colleges and museums as well as those premises now existing which were considered essential. Our team arrived at a layout rather reminiscent of the 1936 Paris Exhibition. Museums and colleges have been sited on an asymmetrical but balanced pattern around spacious informal gardens in the center. The layout is dominated to the north by a group of four 170 ft. high buildings, the Liaison Group, with Kensington Gardens closing the view. Each member of the team designed in detail one museum or college for the diploma. The detail planning of the Liaison Group formed the subject of my own thesis. It represents the attempt to create a close link between the educational center and the museums on one side, and between the Public and the Cultural Center on the other. It consists of the following buildings in the order from west to east:

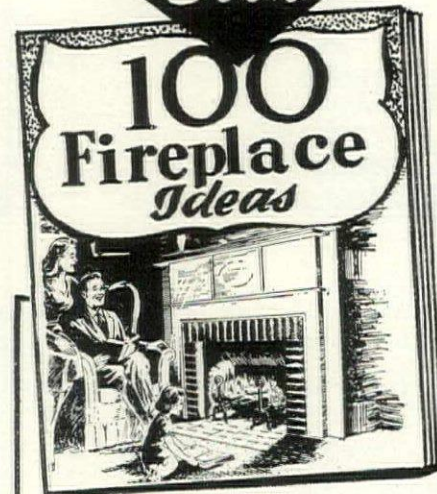
1. Students' hostel.
2. The Geographical Society, offices and flats.
3. General administration.
4. Laboratories and research stations.

Spacious exhibition halls connect these buildings at the lower ground level. A 1½ acre artificial lake is planned to the south. One of the principal functions of the Liaison Group is to provide a dignified entrance to the cultural center from the north. The access to the Center is by an underground approach for vehicular traffic and a street level approach for pedestrians in the form of a broad terrace with a large staircase leading down to the site which has a considerable slope south.

Additional features of the Liaison Group are an underground car park with two petrol stations and a car repair workshop, a group of shops to the west and east, a small post

(Continued on page 46)

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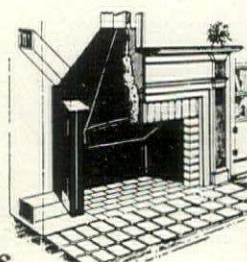
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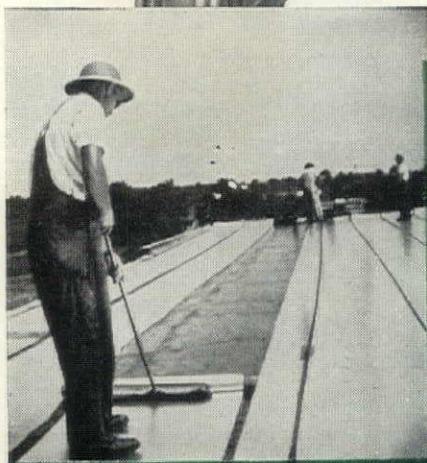
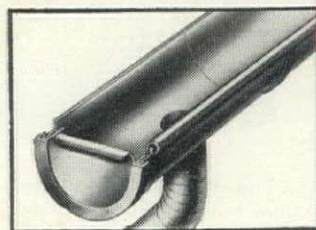
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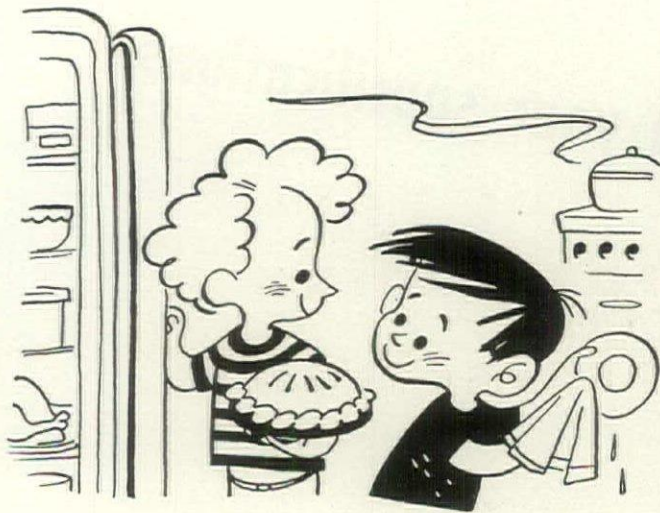
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## LETTERS



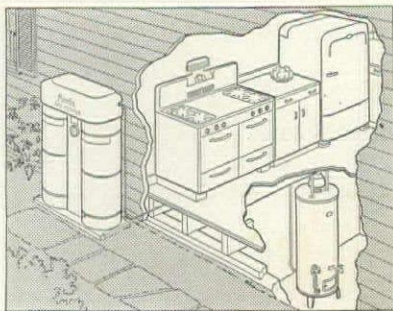
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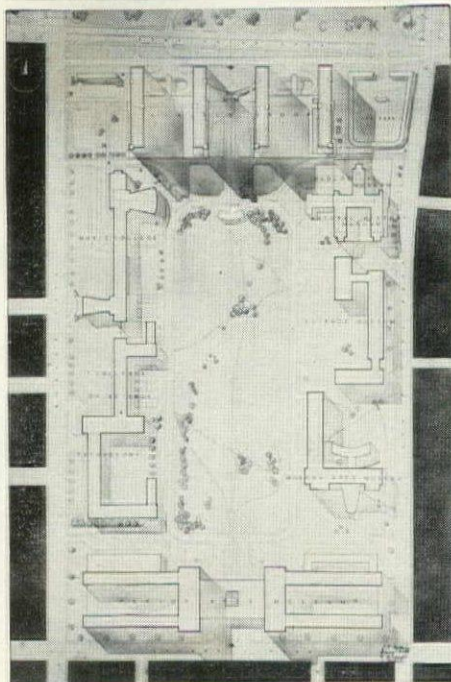
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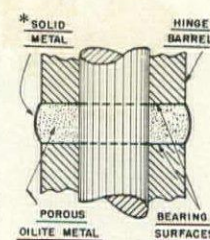
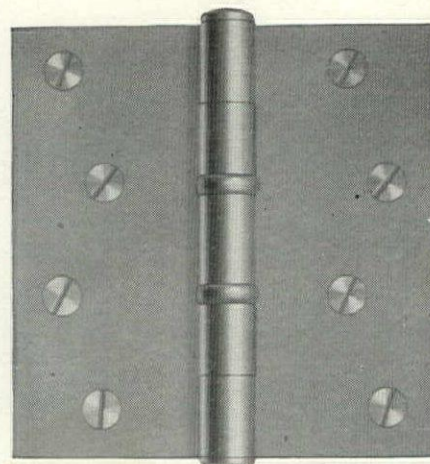
Floors are precast hollow concrete and heating is by floor panels. The exhibition halls are constructed of reinforced concrete throughout. The whole of the roof is made up of glass lenses set in reinforced concrete. Both halls are completely air-conditioned.

The elevations are kept very simple. The verticality between the two vertical staircase windows has been effected by recessing the panel walls and exposing the structural piers. Horizontal treatment is carried around the remainder of the facades like a series of ribbons.

A fundamental principle for the design and planning of the Liaison Group has been the complete standardization of the structure and such typical planning details as the position and character of the central halls, lifts and staircases. The total cubical contents of the scheme amounts to 12,600,000 cu. ft. The thesis included working drawings for portions of the administration building, and calculations for the foundations and the structural steel work, structural floors, and the district heating plant.

ERNEST K. HEYMAN, A.R.I.B.A.  
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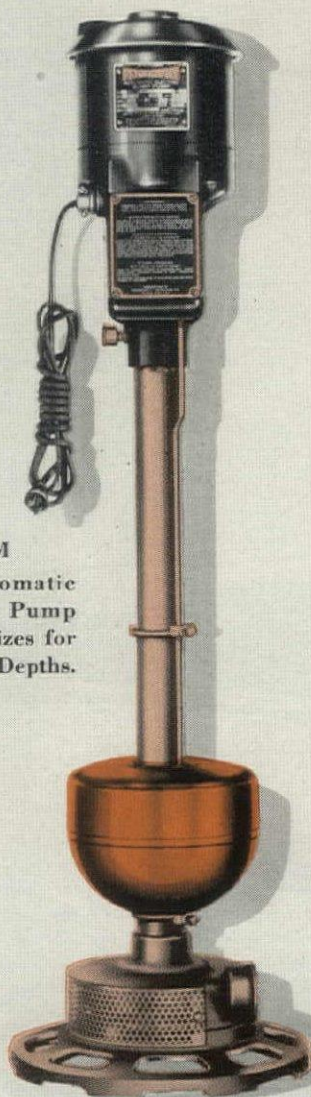
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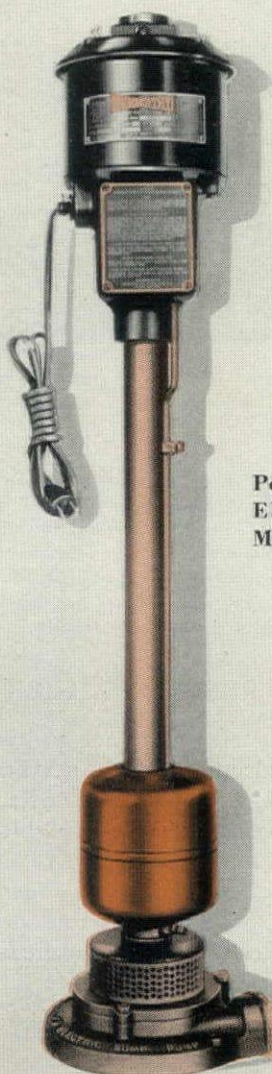
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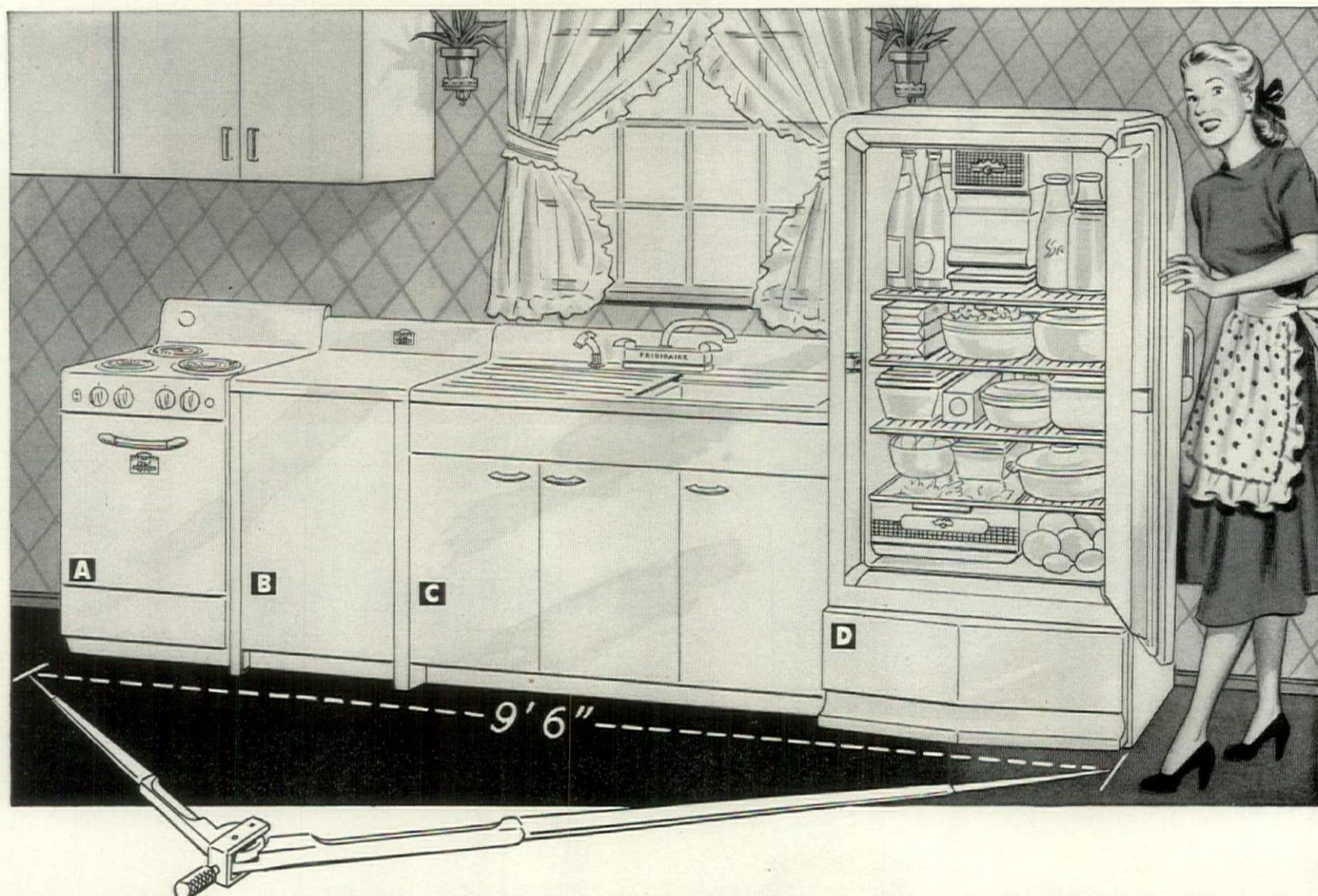
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**A** Frigidaire RJ-3 Electric Range, only 21" wide, virtually same cooking and baking capacity as standard size. Full-size twin-unit oven, high-speed broiler, 5-speed Radiant-tube Surface Units, all-porcelain finish, stainless porcelain cooking top.

**B** Frigidaire "Table-Top" Electric Water Heater, only 21" wide. Designed specially for kitchen or utility room installation. Entirely automatic, Lifetime Porcelain finish, welded steel tank, Radiant-tube Heating Unit, shaped to flex off scale deposit.

**C** Frigidaire all-steel, double-bowl Cabinet Sink, 48" wide. All-porcelain, sliding drain board and porcelain top. Sturdy hinges, quiet drawer slides, mixer faucet, finger-tip spray, cutting board, rust-proof soap rack, towel bar, chromium crumb-cup.

**D** Frigidaire's new "Compact-Six" Refrigerator, only 24 1/4" wide. Outside it's a 4-footer, inside a 6-footer. Holds nearly 50% more food than conventional refrigerator of same outside size. Quickcube Ice Trays, Hydrator, many other interior conveniences.

## Frigidaire makes four most-needed kitchen appliances to fit into only 9 1/2 feet of wall space!

Yes, that's right. Only 9 feet, 6 and one-quarter inches of wall space is needed to install the new Frigidaire RJ-3 Electric Range with full-size oven and Radiant-tube Surface Units... 30-gallon, "Table-Top" Electric Water Heater... new 48-inch double-bowl Cabinet Sink... and new Frigidaire "Compact-Six" Refrigerator.

New home-building today demands this sort of space economy with greatest usability. Frigidaire meets it with other new "compact" refrigerators to supplement the "Compact-Six." Each of these new "Compact" Frigidaires contains 30-50% more usable storage

space than conventional refrigerators requiring the same floor area.

**Architects! Builders!** Use these compactly designed Frigidaire appliances to take full and profitable advantage of today's demand for greatest utility in smallest space.

**See your Frigidaire Dealer!** Find name in Classified Telephone Directory. Or write Frigidaire Division, General Motors Corporation, 1235 Amelia St., Dayton 1, Ohio. Leaside 12, Ontario.



*You're twice as sure with two great names*

# Frigidaire made only by General Motors





If it's built for rental income..

Specify windows of  
**ALCOA ALUMINUM**

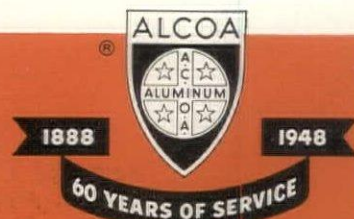
Will that new building show a profit ten years from now . . . twenty years from now? Not if maintenance costs eat up the income! Before you build, be sure you cut window maintenance costs to the bone. Make sure your specifications call for quality windows made of Alcoa Aluminum.

Non-warping, corrosion-resistant aluminum windows eliminate painting costs; are easy to keep clean and attractive. Aluminum windows

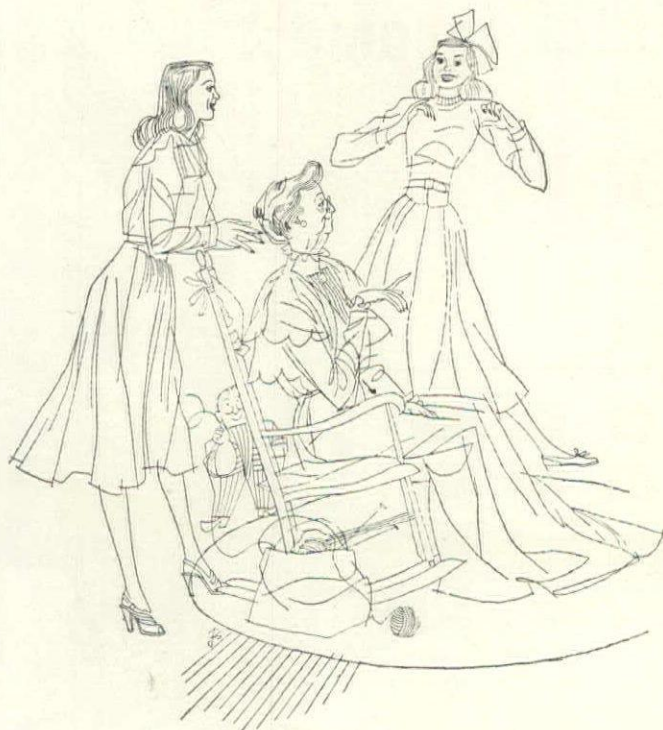
stay snug fitting and weathertight. Alcoa Aluminum can't shrink or swell; will not rot or rust away.

Quality aluminum windows, in all standard types and sizes, are available for every type of building—commercial, industrial and residential. For information on any application of aluminum, write ALUMINUM COMPANY OF AMERICA, 1866 Gulf Building, Pittsburgh 19, Pennsylvania.

**ALCOA** FIRST IN  
**ALUMINUM**







## ROOMS WITH *Oak Floors* HAVE STYLE ADAPTABILITY

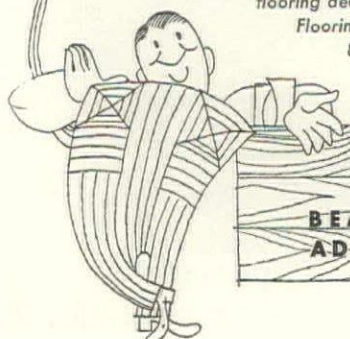
With most of your clients, oak flooring will always be the first choice for new homes because of its inherent natural beauty, durability and lasting economy.

But, as you know, many people want changes . . . new rugs, drapes, wallpaper, paint and furniture. Here, too, oak is recommended because, with its warmth and charm, oak flooring complements the beauty of these new surroundings whatever their style or color.

For wall-to-wall carpet, oak floors offer a smooth, firm—yet resilient—base which protects carpeting and makes cleaning easier. And when carpeting wears out, or owners tire of it, the permanent beauty of oak is always there.

So, for long-time adaptability, start with oak floors.

ASK FOR ARCHITECTS' DATA BOOK—which gives quick and usable information for specifying, laying, finishing and maintaining oak floors. Available from your local oak flooring dealers or from the National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis, Tenn.



**VAN EVERA BAILEY** sets as his goal the scientific enclosure of space to produce low-cost homes for the people. He by-passed academic training, learned architecture and engineering in the drafting room, has practised in Portland, Ore. for over a decade.



**ARTHUR T. BROWN** settled in Tucson, Ariz. twelve years ago after six years with David Adler and one at the Century of Progress. He believes that the fundamentals of good architecture are "simple form, exciting proportion and correct scale without concern for style."



**MORTON H. CAINE** is a partner in the firm of Dugan, Heims & Caine of Portland, Ore. which specializes in commercial work. He received his B. A. and M. A. at Carnegie Institute of Technology, settled on the west coast in 1936 after various architectural jobs in the East.



**CARL DANIELS** is a general manager of Stolte, Inc., a west coast building firm. In house design, he believes in "giving people what they want regardless of style," but prefers materials such as redwood and adobe, which are native to his home base of Monterey, Calif.



**J. R. DAVIDSON** was born in Europe, trained in Germany, France and England. He came to America in 1923, opened his present Los Angeles office three years later. For over 25 years he has pioneered straightforward, modern design.



**ROBERT E. FAXON** is a 1940 graduate of the University of Southern California now practising in Los Angeles. He has done mainly residential work, believes that adding warmth and interest to plain surfaces is the biggest problem contemporary designers must solve.



**ARTHUR FEHR** got his B.A. from the University of Texas in 1925, took graduate work at Columbia and the Beaux Arts Institute. Now practising in Austin, Texas with partner Charles Granger, he served as civilian architect for the U. S. Engineers during World War II.



**VINCENT FURNO**, who studied at Columbia and the University of Pennsylvania, has been practising architecture for 22 years, now has a New York partnership with Bernard J. Harrison. He has worked with the N. Y. City Housing Authority, Shreve Lamb & Harmon, Raymond Loewy.

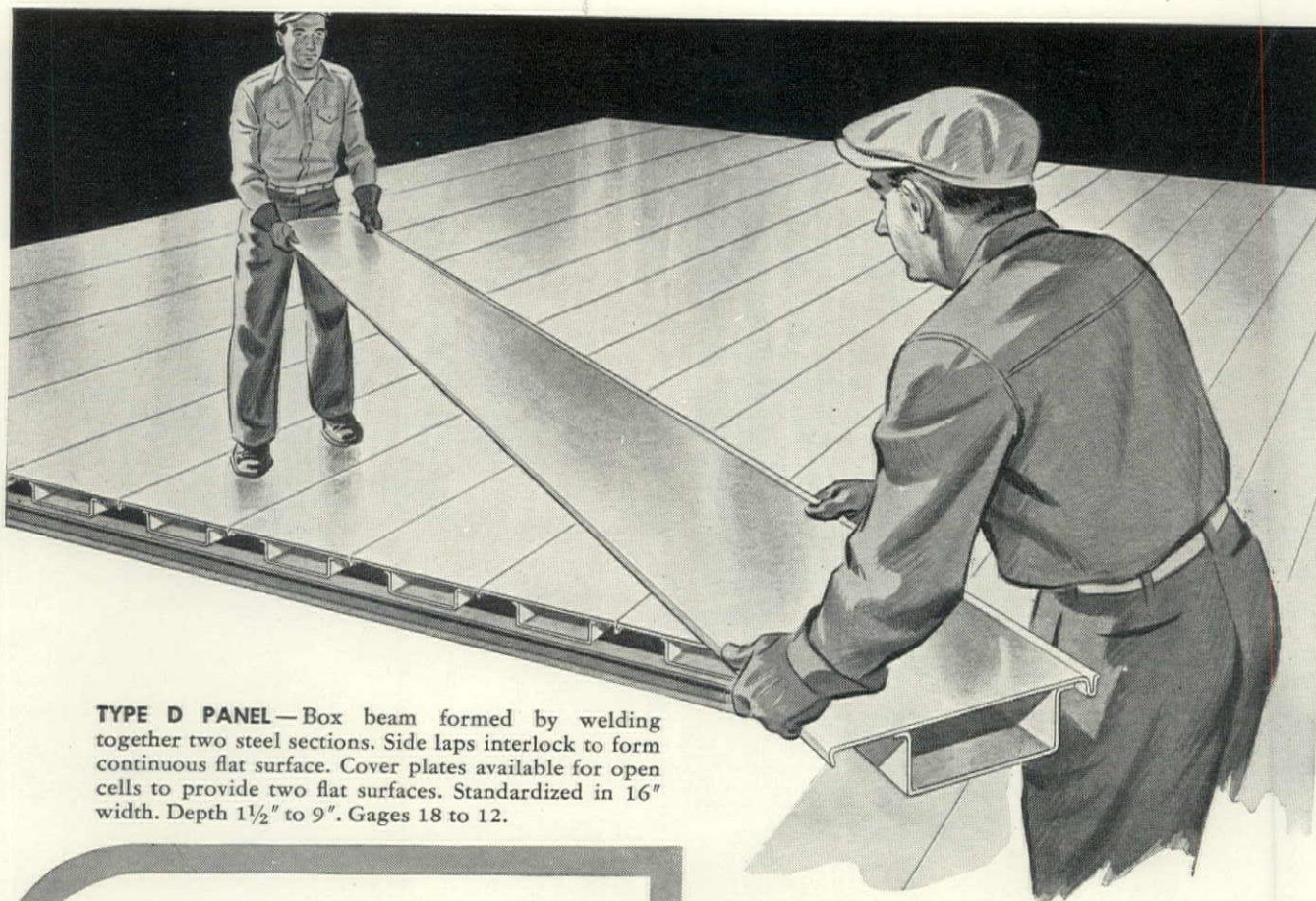


**MELVILLE GARTON** avows the ambition to impose contemporary design on fellow Pasadenaans, who are mainly transplanted New England traditionalists. He practised up for this difficult job at U. S. C., the Ecole des Beaux Arts and with Richard Neutra.



**LOUIS GELDERS**, a 1928 Yale graduate, worked for Eric Gugler in New York before taking to the Connecticut countryside in 1938. He has practised in Wilton, Conn. ever since except for three war years spent in and out of shipyards on the Gulf and West Coasts.





**TYPE D PANEL**—Box beam formed by welding together two steel sections. Side laps interlock to form continuous flat surface. Cover plates available for open cells to provide two flat surfaces. Standardized in 16" width. Depth 1½" to 9". Gages 18 to 12.

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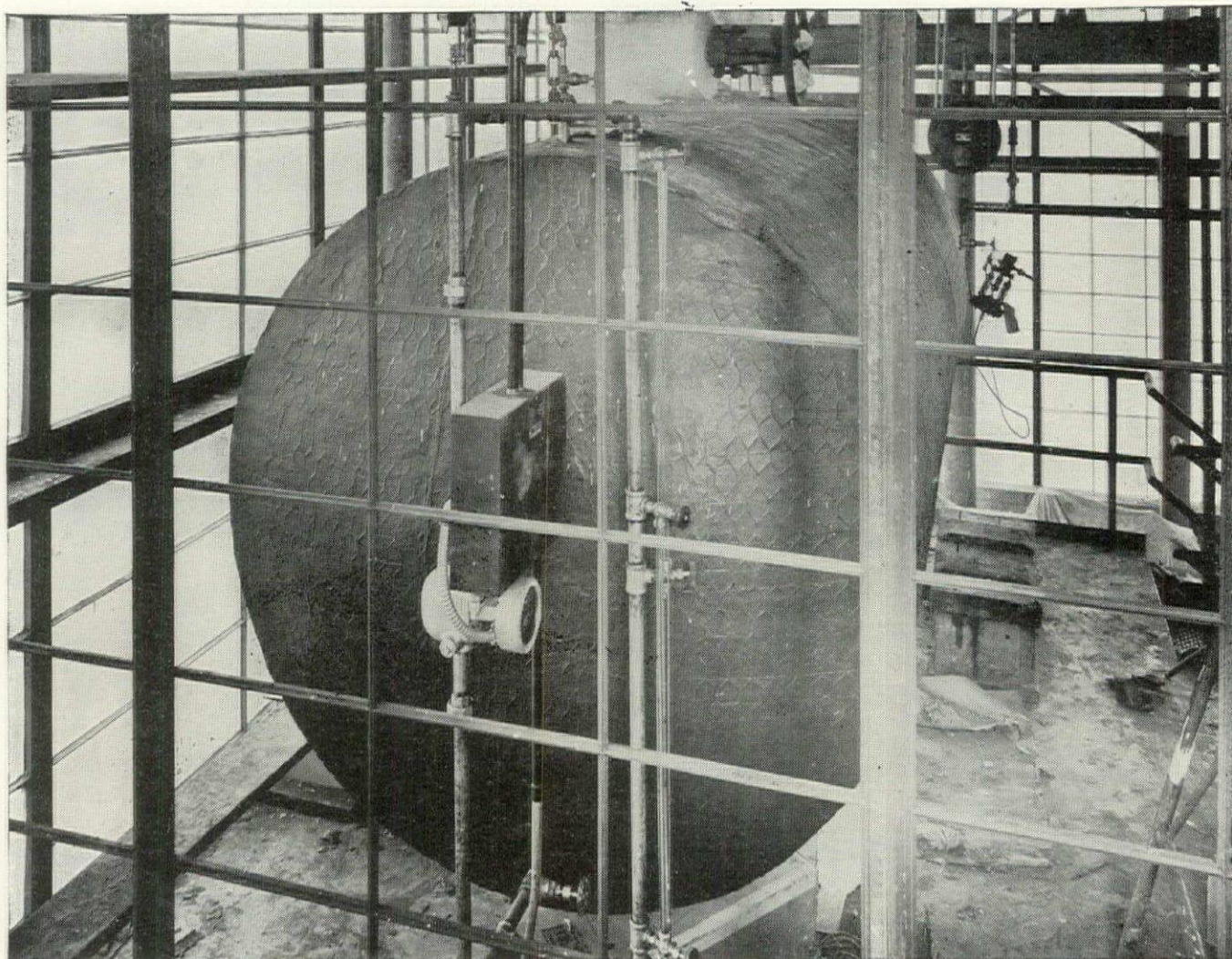
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It's Fiberglas-insulated—to confine working BTU's where they'll do a useful, fuel-saving job.

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The high thermal insulating efficiency of Fiberglas results from the countless tiny air spaces enclosed in a lightweight, wool-like blanket of long, fine fibers of glass. Here is a material that will not burn, rot or decay—is non-corrosive and will not corrode metals.

Fiberglas insulation holds together, is resilient, will not settle under vibration.

This basic material is further processed into blankets that meet the requirements of industry for insulating hot surfaces up to 1000°F. In the illustration, above, Fiberglas insulation has been fabricated with a wire mesh exterior surface to facilitate application and provide a base for mastic finish.

Get all the facts about Fiberglas blankets—their many forms and uses. Write for "Fiberglas Insulations for Industry" . . . Owens-Corning Fiberglas Corporation, Dept. 830, Toledo 1, Ohio. Branches in principal cities.

*In Canada: Fiberglas Canada Ltd., Toronto, Ontario.*

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**FIBERGLAS**  
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**THERMAL  
INSULATING  
MATERIALS**

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you can use the  
energy in color  
to make office  
quarters more  
attractive and in-  
crease efficiency  
of workers.



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**C**OLOR used for decorative purposes in office buildings has taken on added significance. Tests have shown that some colors stimulate, others relax, still others depress even causing discomfort and fatigue.

**Pittsburgh technicians** and color experts have long been studying, testing and proving the effect of this *energy in color* upon human beings. From their research were derived the principles of the new painting system of **COLOR DYNAMICS**.

With **COLOR DYNAMICS**, you can specify attractive color arrangements that will retard eye fatigue of workers, increase their efficiency, improve their morale and reduce the hazard of accidents.

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**You can apply** the principles of the *energy in color* with scientific accuracy. What you can do with **COLOR DYNAMICS**—and why—is told in our profusely illustrated booklet. It also contains many practical suggestions for the decoration of lobbies, stairways, corridor as well as private and general offices.

Send this coupon for your *free* copy of this booklet.

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The benefits of **COLOR DYNAMICS** are made extra long-lasting when you use Pittsburgh high-quality paints. There's a **PITTSBURGH PAINT** for every need!

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**WATERSPAR ENAMEL**—for furniture, woodwork and metal trim.

**FLORHIDE**—for floor surfaces; can be scrubbed repeatedly with soap solutions.

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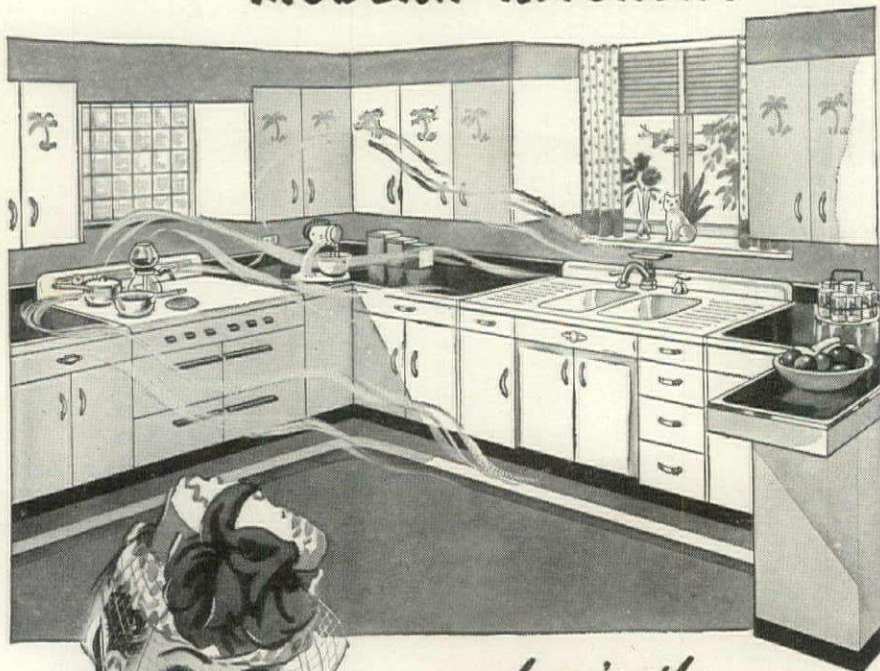


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## "Do you Call that a MODERN KITCHEN?"

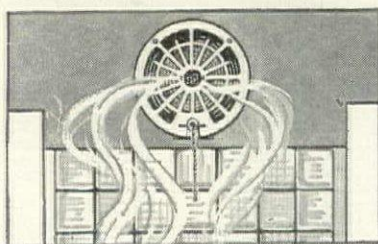


...where's the  
**EMERSON-ELECTRIC  
KITCHEN  
VENTILATOR?"**

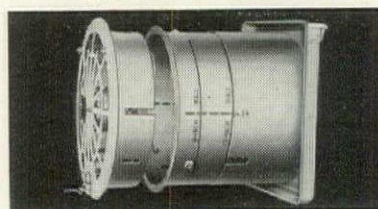
The lady is right. Make sure the hours she spends in her kitchen will be pleasant and comfortable by specifying Emerson-Electric Kitchen Ventilation. Easily installed, these sturdy fans whisk out cooking heat and odors, prevent spread of greasy vapors to other rooms. Available in two types, for wall or ceiling mounting. For installation data, refer to 1948 Sweets File, or write today for free Catalog No. B-31.

**THE EMERSON ELECTRIC MFG. CO.**

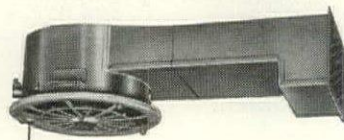
75 ST. LOUIS 21, MO.



**A Really MODERN KITCHEN** includes an Emerson-Electric Kitchen Ventilator installed over the range.



WALL-TYPE VENTILATOR



CEILING-TYPE VENTILATOR

**EMERSON** *EMERSON-ELECTRIC* **ELECTRIC**  
MOTORS · FANS · APPLIANCES



**ROBERT A. GREEN** came to New York from Wisconsin in 1930, worked in the office of John Russell Pope and was chief designer for Skidmore & Owings on their New York World's Fair designs. His present practice at Tarrytown, N. Y. is mainly residential work.



**RAYMOND VINER HALL** is known as an expert on radiant heating, claiming 30 of the first 50 jobs done in this country. He is currently consultant in this field to Bethlehem Steel Co., besides maintaining a private practice (houses, schools, offices) in Port Allegheny, Pa.



**RALPH C. HARRIS** has practised in Chicago since 1914, reports approximately 400 buildings to his credit. For nine years he was architect for the State of Illinois in charge of design for highway buildings, bridges and police radio stations.



**EDWARD B. HAWKINS**, a former contractor, became interested in design while doing houses for Chicago architect Paul Schweiker. In Denver, he now designs and builds, reports that "speculative housing of contemporary design is in greater demand than conventional."



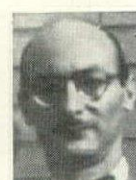
**VICTOR HORNBEIN** was recently appointed part-time design instructor at the Denver University School of Architecture. A native of Denver, he has worked in California and New Mexico, returned in 1940 to set up a home town practice, mainly residential work.



**JOHN T. JACOBSEN** topped architectural degrees from the Universities of Washington and Pennsylvania by studying fresco painting, housing and planning in Europe. He joined the firm of Victor N. Jones & Associates in 1946 after 20 years of work, 14 in private practice.



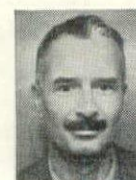
**ROBERT R. JONES**, a 1932 graduate of the University of California, opened his Carmel office in 1939. Time out during the war was spent as an industrial engineer in a war plant. Back in Carmel since 1945, he has done commercial, industrial and residential work.



**SEYMOUR R. JOSEPH**, young New York architect, took his training at N.Y.U. where "Ed Stone made me see the light of contemporary design." He has won numerous awards including first and second prizes in Kawneer, General Motors and Pittsburgh Plate Glass competitions.



**WILLIAM V. KAESER** got his M.S. in architecture from M. I. T. in 1932, later studied under Eliel Saarinen at Cranbrook. He opened his own Madison, Wis. office in 1935, reopened it in 1946 after three and one half years with the Army Corps of Engineers on construction projects.



**FREDERICK T. KLINE**, a native of Michigan, has lived in California since 1910 with the exception of four years at Harvard in the early Thirties. He has been in business for himself since 1945, recently opened a new Los Angeles office with Griswold Raetz.



# *ANDERSEN* *Windowalls*<sup>\*</sup> put winter in its proper place



ANDERSEN WINDOWALLS<sup>\*</sup> stand as a weathertight barrier between the discomforts of winter weather outside the home and a draftless, economically-heated interior.

Yet, let spring and summer come, and this wall of windows opens up to balmy breezes, ventilating the home naturally. And all the while, winter or summer, there's the view—beautifully framed.

In this WINDOWALL two Andersen Casement Units, Number 10555, have been joined at the corner by Architect H. L. Blatner. Home in Albany, N. Y.

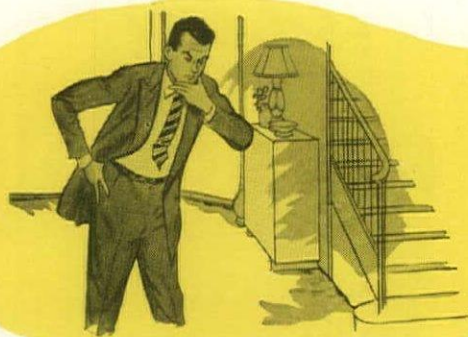
Specification data is in Sweet's Architectural and Builders' Catalogs or will be sent by Andersen Corporation on request. See your local lumber and millwork dealer for further information.

\* TRADEMARK OF ANDERSEN CORPORATION

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BAYPORT • MINNESOTA



# ...Want to Keep Theatre Carpet



When you are wondering what kind of carpet to put in the lobby...



...and how you can save on yardage...and how much it all will cost...

## Consult a Contract Carpet Specialist!

Are you planning a theatre job? Take a tip from us and consult a carpet specialist - an Alexander Smith carpet contractor or sales representative. He is a theatre decorating specialist...a color and texture expert...a traffic technician all rolled into one. He will save you headaches and your client money.

Give him a chance to:

1. Cut your costs by estimating accurately - keeping yardage down.
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3. Increase your satisfaction by suggesting the design and color which will harmonize best with your interior.

He is ready to show samples and estimate. He will see that you get an expert laying job.

The Alexander Smith and Masland lines handled by Alexander Smith contractors and sales representatives include types, grades, and colors of carpet suitable for every theatre installation.

# ALEXANDER SMITH ★ MASLAND

## Contract Carpets

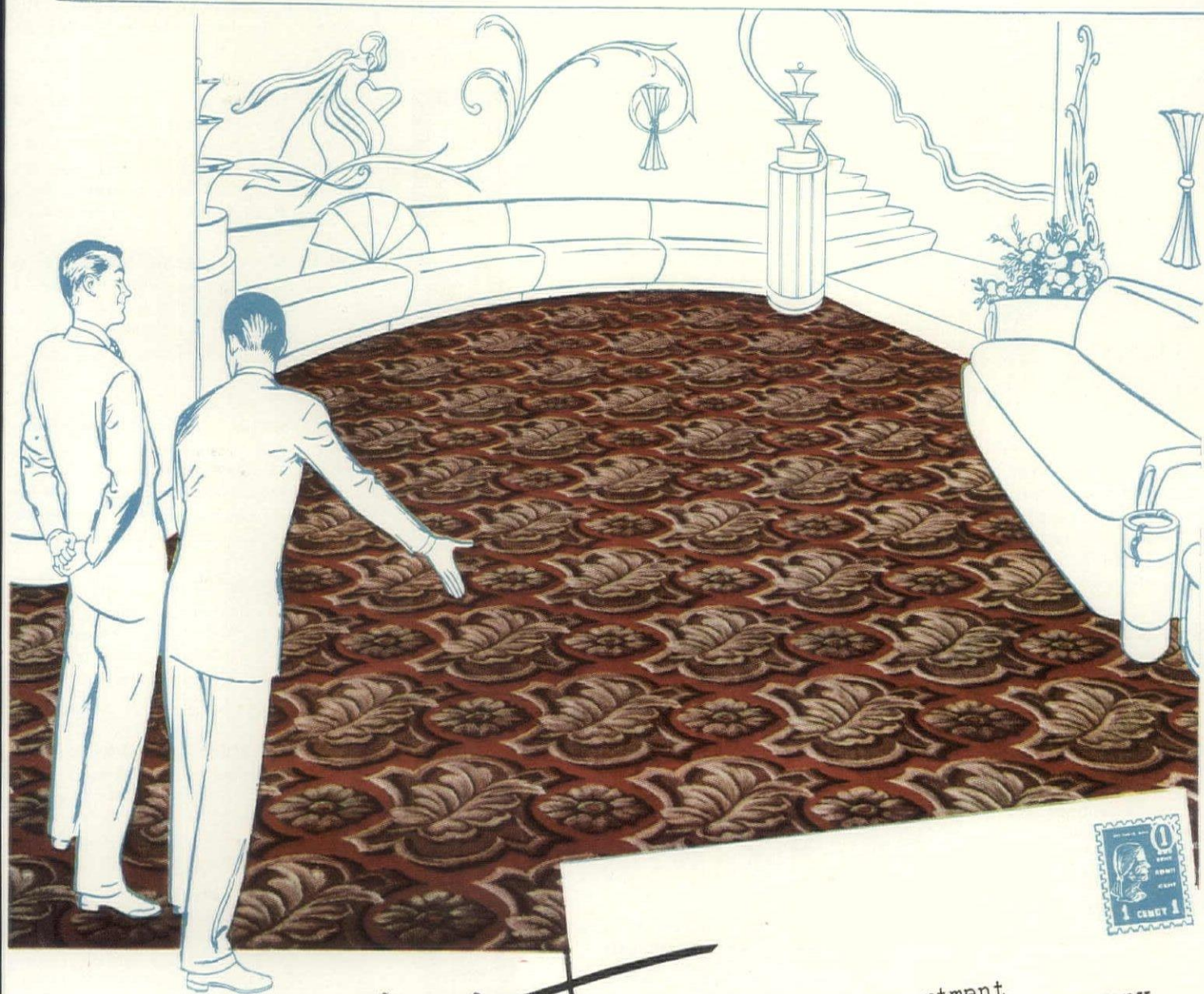


# Costs Down, Mr. Architect?



...and what is the most economical grade for that particular spot...

...and what color and pattern to get...relax!

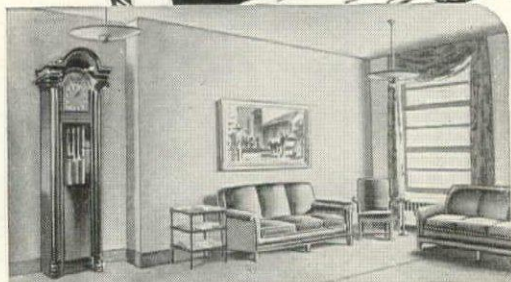


*Write*

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Alexander Smith & Sons Carpet Company  
295 Fifth Avenue, New York 16, N. Y.







The architects for this home for both orphans and old people solved the problem of varied temperature requirements with a Trane heating system that uses Trane Convector-radiators to give room-by-room control.

### PROBLEMS in COMFORT

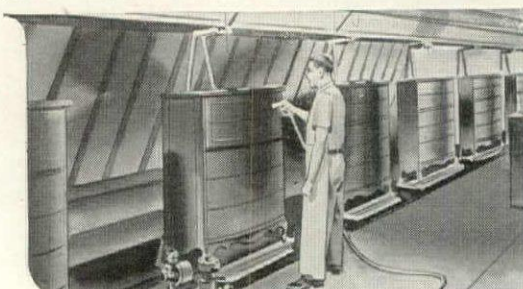
Moisture causes great discomfort in brewery bottling houses. The owners of this famous brewery found that a Trane system would get rid of the moisture and provide fresh air and warmth, benefiting both workers and beer.



So-called "process" cheese is aged before it is pasteurized. This bustling cheese factory chose a Trane system to provide the critical low temperature and high humidity necessary for properly aging cheese.

### PROBLEMS in PROCESSES

One of the most time-consuming operations in making furniture is drying the many coats of finishes applied to it. This huge furniture plant chose drying ovens that use Trane products, and cut finishing time 75%.



There is a Trane system to solve every kind of heating and air conditioning problem efficiently. Trane systems are designed to fit your application by architect, engineer or contractor. 200 Trane Field Engineers offer their counsel.

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MANUFACTURING ENGINEERS OF  
HEATING and AIR CONDITIONING systems

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ALSO, TRANE COMPANY OF CANADA, LTD., TORONTO



**JON KONIGSHOFER** has battled the old world charm of Carmel, Calif. to build over 100 modern houses there during the past twelve years. He started his career as apprentice to his father, a well-known builder in the San Francisco Bay area during the Twenties.



**WILLIAM LESCAZE** whose Swiss purism has raised U. S. design standards of commercial buildings, applies the same rationale to houses whenever he gets a chance. He came to this country 28 years ago, had a rough time before Americans took to his stringent esthetic.



**CLIFF MAY**, creator of Los Angeles' lush modern ranch houses, functions as both designer and builder, believes every architect should do the same to avoid going broke. His specialty is the large subdivision which he restricts to his pet ranch house style.



**JAMES W. MINICK** has enjoyed 20 years of private practice in Harrisburg, Pa., is a member of numerous societies including the A.I.A., Pennsylvania Association of Architects, the American Society of Military Engineers. He is a graduate of Carnegie Institute of Technology.



**JASON MOORE**, 1939 graduate of the University of Texas, started his career with Ford & Swank of Dallas, rejoined the firm in 1946 after five years of Naval work in Trinidad, the D-Day invasion of Normandy and a final lap in Okinawa. He now teaches at Texas A. & M.



**RICHARD NEUTRA**, world-famed Vienna-born modern architect, came to the U. S. in 1923, worked for a year with Holabird & Roche in Chicago, has since maintained an office in Los Angeles. His particular interest, first stimulated by Adolf Loos in Vienna, is mass housing.



**ROBERT A. NOLAN** is a partner with his father and brother in the firm of Thomas J. Nolan & Sons, Louisville, Ky. He was graduated from Notre Dame in 1940 and worked in various architects' offices before a wartime sojourn with a destroyer in the Pacific.



**TIMOTHY L. PFLUEGER** died in 1946, just as his fame was spreading from California to bring him nation-wide recognition. He is perhaps best remembered for his dramatic "Top of the Mark" overlooking the Golden Gate in San Francisco's Mark Hopkins Hotel.



**IGOR B. POLEVITSKY** visited Florida while studying at the University of Pennsylvania, was so impressed with the climate and the country that he opened a Miami Beach office immediately after graduation in 1934. He has never worked for any architect but himself.



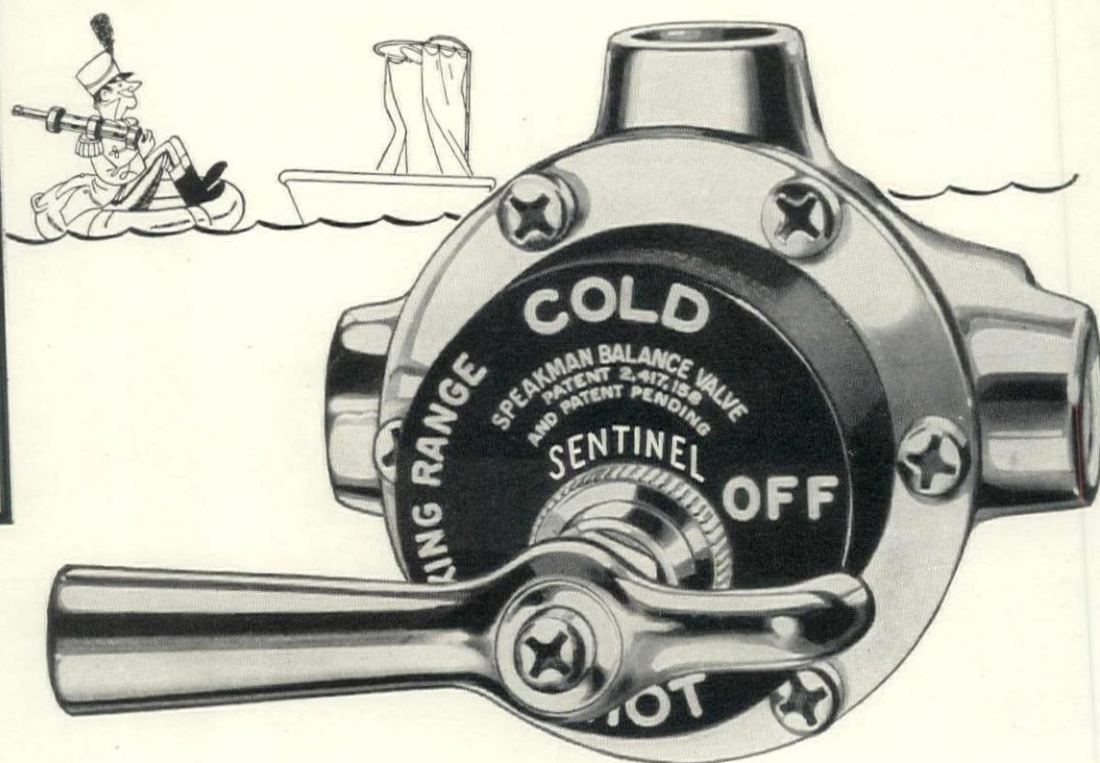
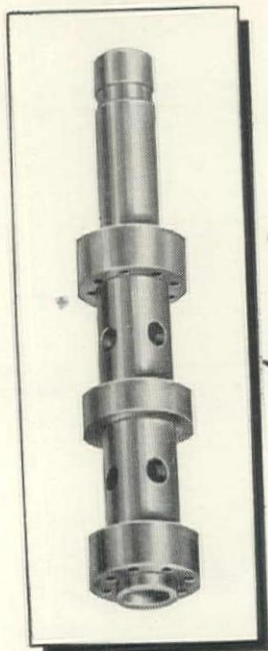
**GRISWOLD RAETZE** left for California to work with Richard Neutra the day after receiving his M.F.A. degree from Princeton in 1935. He opened his own Los Angeles office in 1946, at present also manufactures modern furniture under the firm name "Ingram of California."



# NOW...FROM SPEAKMAN

## SENTINEL BALANCED PRESSURE SHOWER MIXING VALVE

With the F-l-o-a-t-i-n-g Sentinel  
that holds shower temperature steady!



**I**T'S REALLY here...an actual fact! And Speakman brings it to you! Think of it . . . a shower mixing valve that will not permit sudden changes in water temperature every time someone turns on the water "down the line."

Now, when a bather sets his shower...the spray stays that temperature. It's all done with the new patented Speakman Sentinel Balanced Pressure Valve and the F-l-o-a-t-i-n-g Sentinel that automatically maintains shower temperatures by compensating for "down the line" water stealing . . . without the bather ever knowing anything is happening!

Not only does the Sentinel Valve compensate for minor water stealing . . . but, should the drain on the water become so severe as to cut off either the hot or cold supply entirely . . . the valve shuts

off the flow of *all* water to the shower head . . . and keeps it shut off until the pressure is restored. When pressure returns, the Sentinel restores the flow to the head . . . at the same temperature as originally set!

The Speakman Sentinel Valve is completely foolproof. There's nothing to get out of order . . . no thermostats, no rockers, no springs, no gadgets! The Sentinel works on water pressure alone! And, if excessive alkali or other water deposits ever coat the F-l-o-a-t-i-n-g Sentinel, it can be easily removed for cleaning without turning off the water supply to the valve!

Find out about this amazing new Sentinel Balanced Pressure Valve. Write for free folder showing both exposed and concealed shower models.

"Established in 1869"  
**SPEAKMAN**  
SHOWERS AND FIXTURES  
SPEAKMAN COMPANY, WILMINGTON 99, DELAWARE



# Emblem of fine kitchen cabinets



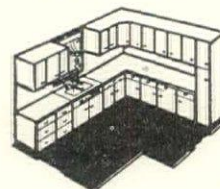
To Architects, Builders, and Dealers this is a mark of distinction denoting products superior in design and quality . . . Bilt-Well!

As the name implies, these Bilt-Well Nu-Style Kitchen Cabinets are produced by master craftsmen using clear, kiln dried Ponderosa Pine.

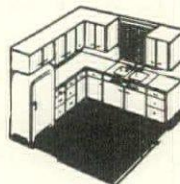
Nu-Style Cabinets are manufactured as sectional units in graduated sizes and are easily adapted to fit any size kitchen.

Easily adapted to fit any size or shape of kitchen

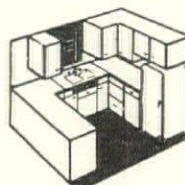
As few or as many units may be used depending on the space available.



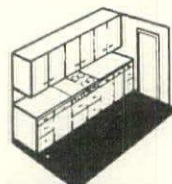
All units are standard depth to join with refrigerators, ranges, and sinks, making a uniform width, height, and depth.



Cabinets are attached to the surface of the wall—no costly alterations involved for the installation of cabinets.



With units ranging from 15" to 42" wide, a complete assembly can be fitted into almost any space.

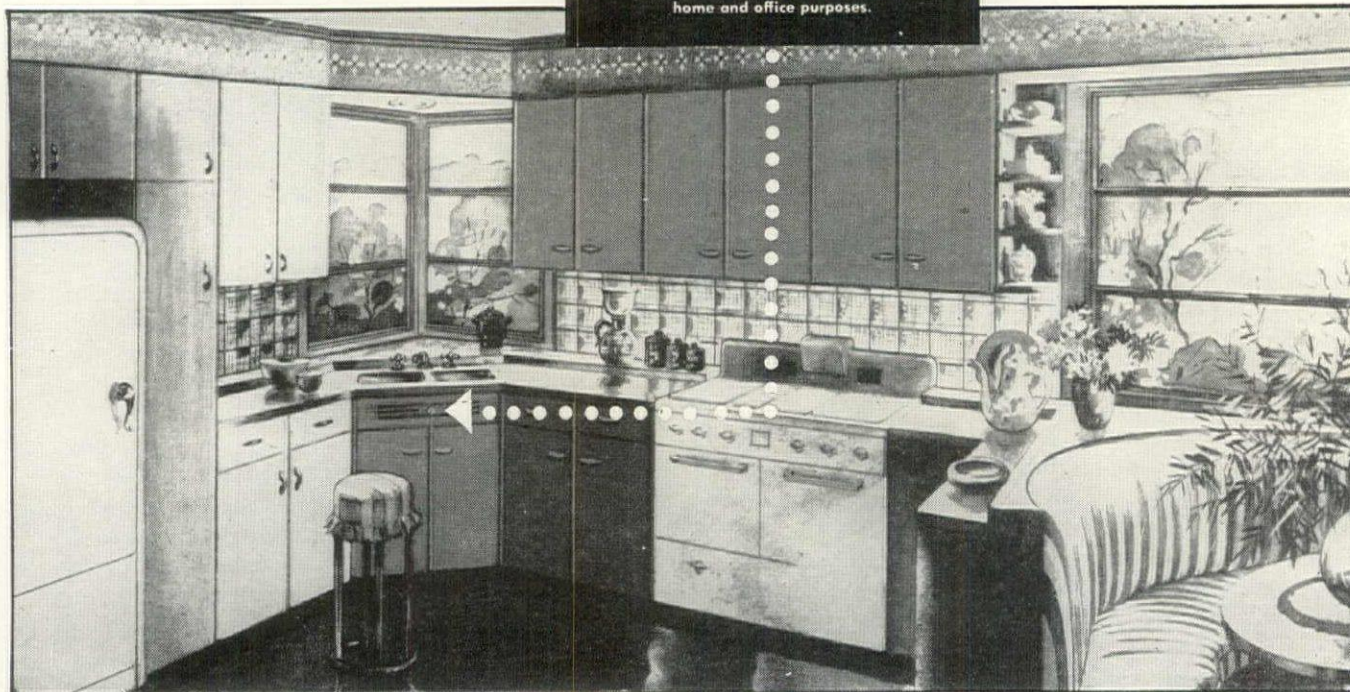


Cabinet units come in cartons ready to be assembled, installed, and painted, lending themselves to redecorating with a change of color schemes.

## BILT-WELL NU-STYLE

### UNIT WOOD KITCHEN CABINETS

are also ideal for use as storage cabinets in bedrooms, bathrooms, playrooms and for many other home and office purposes.



One of the famous  
**BILT WELL**  
**WOOD WORK**  
line of building products

Superior Unit Wood Windows  
Bilt-Well Interior Doors  
Bilt-Well Exterior Doors  
Nu-Style Kitchen Cabinets  
Bilt-Well Entrances  
Bilt-Well Shutters  
Clos-tite Casements  
Bilt-Well Basement Windows

Bilt-Well Combination Doors  
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Carr-dor Overhead Garage Doors  
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Manufactured by **CARR, ADAMS & COLLIER COMPANY**, Dubuque, Iowa



# Handmaiden to **Art**

**KENCORK**  
*® floors and walls*



"APRIL SHOWERS" BY A. RATTNER — COLLECTION OF MR. AND MRS. ROY R. NEUBERGER

Whether to enhance a fine painting with quiet flattery or to infuse a subtle aura of modernity into your newest interior, we believe Kencork deserves your most earnest consideration. Those architects who know Kencork consider it supreme among interior building materials for its aesthetic values as well as its practical advantages.

You will admire the leafy tans and golden browns on walls and floors—the exquisite, subtle patterns—perfect backgrounds for modern furniture and fabrics. Cork is also well known as a truly practical building medium. And Kencork is *all cork*—with all of cork's unique properties—baked into square and rectangular tiles of tans and browns. As a natural insulator against heat and cold, as a quiet, shock absorbing floor covering, Kencork is building an

ever widening reputation among architects throughout the nation.

To many architects and builders the word Kencork is almost a synonym for luxury. Yet, often, interested customers are pleasantly surprised to learn how moderate in price a luxury like Kencork can be. See your flooring dealer for full details—or ask us for a descriptive color folder. David E. Kennedy, Inc., 00 Second Ave., Brooklyn 15, N. Y.—350 Fifth Ave., New York 1, N. Y.—Ring Building, 1200 18th St. N. W., Washington 6, D. C.—1211 N. B. C. Building, Cleveland 14, Ohio—Bona Allen Building, Atlanta 3, Ga.—Merchandise Mart, 222 West North Bank Drive, Chicago 54, Ill.—Kansas City Merchandise Mart Inc., 2201-5 Grand Ave., Kansas City 2, Mo.—Western Merchandise Mart, 1355 Market St., San Francisco 3, Calif.





STANDARD SIZES

32" x 32"

36" x 36"

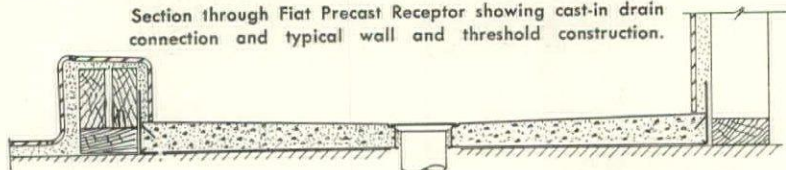
40" x 40"

... for built up showers with Tile,  
Plaster or Structural Glass Walls

A Fiat Precast Receptor in a built up shower is assurance of a water tight leakproof job at a considerable saving in cost over a hand fabricated floor using the old lead pan method. Walls are easier to handle with a solid one-piece foundation provided by a Fiat Precast Receptor.

A brass drain for 2" waste and the galvanized steel side wall flange is cast integral with the terrazzo forming a complete one-piece floor that is not affected by shrinkage or movement of supporting wood members.

Section through Fiat Precast Receptor showing cast-in drain connection and typical wall and threshold construction.



*Fiat glass doors* make showers more attractive in appearance and have a definite practical value to the user. Three types available: Dolphin, the finest in door construction, solid brass chromium plated frame. Zephyr, a satin finished aluminum frame door in the medium price class. Neptune, a low cost aluminum frame door. All Fiat doors are made for opening 24 inches wide.



Dolphin or Zephyr Door  
on built-in Fiat Shower.



In Canada—Fiat showers are made by the Porcelain  
and Metal Products, Ltd., Orillia, Ontario

**Metal Manufacturing Company**

1203 Roscoe St., Chicago 13, Illinois  
Long Island City 1, N. Y. Los Angeles 33, Calif.



**JAN RUHTENBERG** was imported from Sweden in 1933 to assist in the Museum of Modern Art's "Machine Art Show." He came again the next year to teach at Columbia University, remained to set up an office in Colorado Springs. He has specialized in furniture design.



**LEE POTTER SMITH** is designer in his father's Paducah, Ky. firm of G. Tandy Smith, has worked there since 1936 except for one year at the University of Cincinnati, and four as an Air Force pilot during the war. He passed his Kentucky registration in January of this year.



**SEWALL SMITH**, Cornell '29, left his "comfortable rut" in hometown Niagara Falls four years ago to settle in Lafayette, Calif. The change, he says, "had a salutary effect on his thinking, led to an output entirely different than before—more modern!"



**EDGAR A. TAFEL** followed up two years at N.Y.U. with nine at Taliesin. During the war he was stationed in Calcutta, found time from Army Intelligence duties to design several houses and commercial buildings there. He has since opened his own office in New York City.



**PAUL THIRY** is one of the outstanding residential architects of Seattle, Wash. During the war he branched out into large-scale housing and Army Engineers' work, has recently completed plans for a \$½ million Museum of History and Industry near Lake Washington.



**RALPH S. TWITCHELL** studied both architecture and engineering, worked for Carrere & Hastings and Raymond Hood. After World War I he practiced summers in New England, winters in Florida, recently made a year-round choice of Sarasota with associate Paul Rudolph.



**KARL O. VAN LEUVEN, JR.**, an associate in the Hollywood firm of Gruen & Krummeck, has been with this office since 1941. Before that he was in the movies—as set designer with Universal, Republic and Walt Disney. He is 1937 graduate of the University of California.



**ROBERT LAW WEED** has headed his own office in Miami, Fla., since 1922, is currently planning a new campus for the University of Miami. Mr. Weed served in World Wars I and II—in the latter with the Air Transport Command in India, China, Burma and South America.

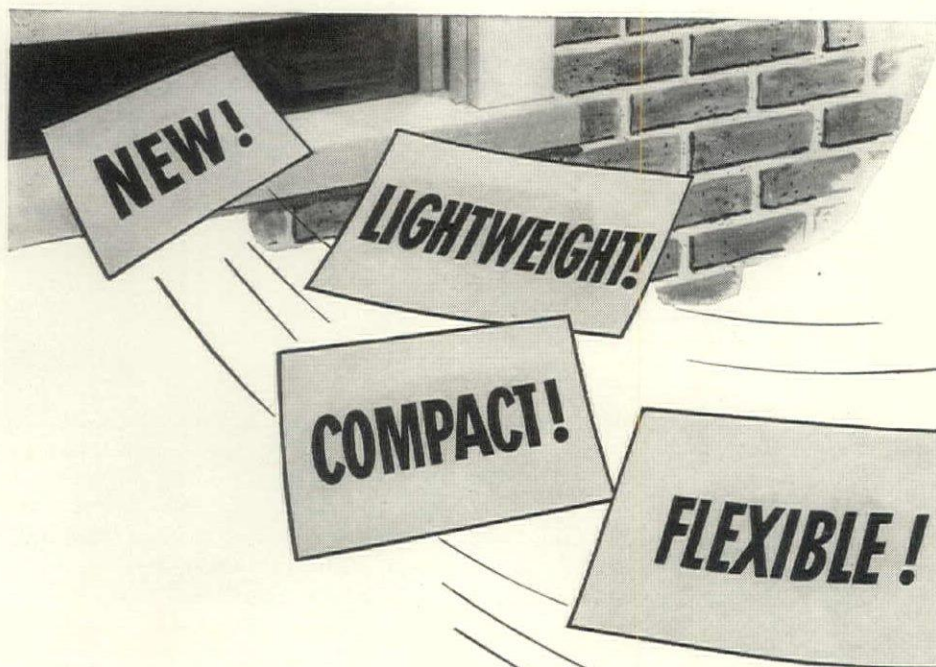


**JOSEPH DOUGLAS WEISS** took degrees in architecture and engineering at the University of Budapest, postgraduate study in Amsterdam and at Columbia University. His New York practice, established in 1923, has been mainly industrial plants—tobacco, textile, etc.



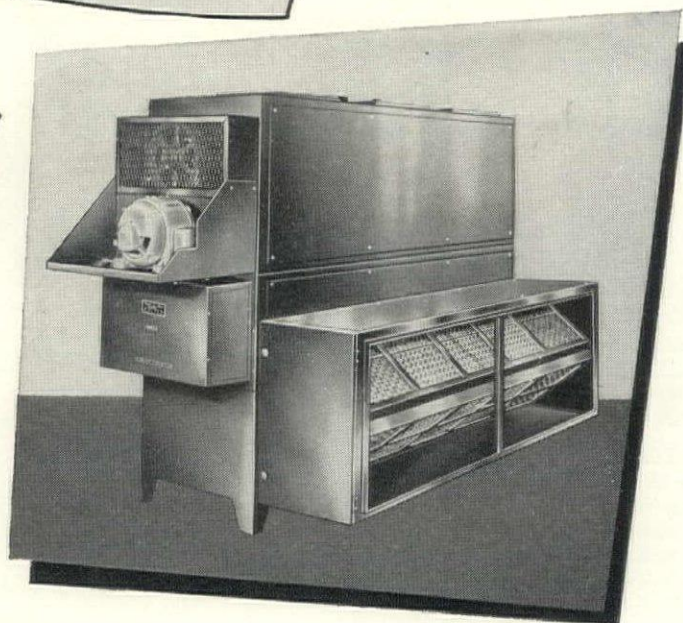
**JAMES R. WILKINSON** of Stevens & Wilkinson, Atlanta, Ga., joined the firm in 1936 when it was Burge & Stevens, became a partner after the death of Mr. Burge two years ago. During World War II Wilkinson was a construction engineer with the Marines.





# Announcing!

## THE NEW CENTRAL PLANT AIR CONDITIONER



HERE'S Better Air Conditioning for your clients in a single convenient package—the G-E Central Plant Air Conditioner.

This General Electric unit is planned and integrated *as a single unit*...with all components pre-engineered, pre-fabricated, pre-matched. "Jig-saw puzzle" assembly of uncoordinated parts is eliminated.

The smartly designed new unit shares with the regular G-E horizontal model the features of attractive appearance...quiet, smooth operation...dependable, consistent performance. It

is extremely flexible and can be assembled in 12 different combinations to meet any space requirements. Coil connections can be made at either side.

These units have been designed specifically to make inspection and maintenance extremely easy. Your local General Electric Air Conditioning expert will be glad to work with you in planning the installation of these G-E Central Plant Air Conditioners.

*General Electric Company, Air Conditioning Department, Section A8134, Bloomfield, N. J.*

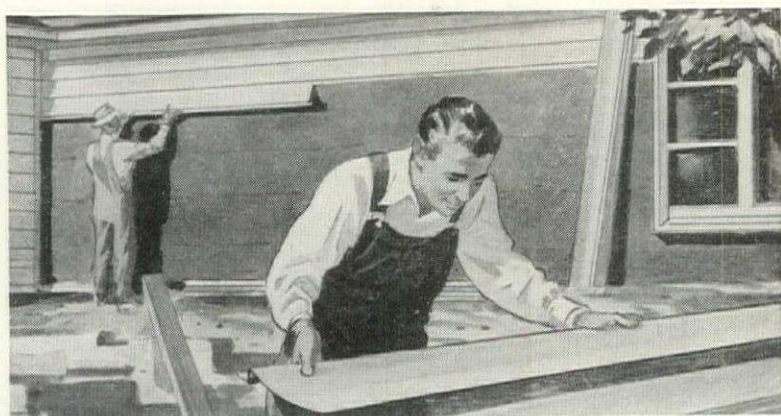
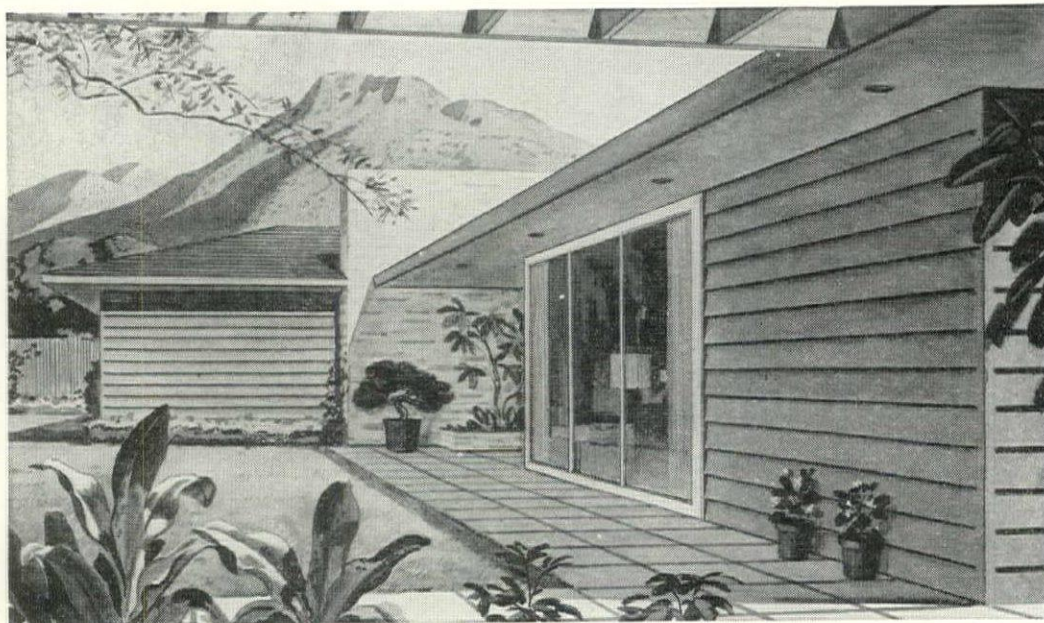
**GENERAL  ELECTRIC**  
*Better Air Conditioning*



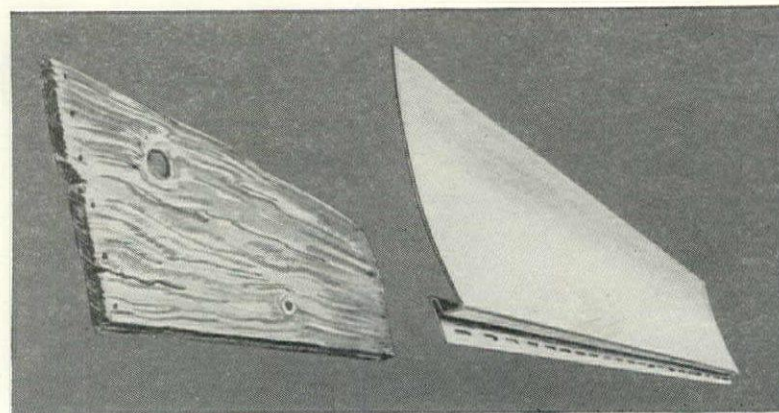
# You offer clients more with this new material!

(and at no extra cost)

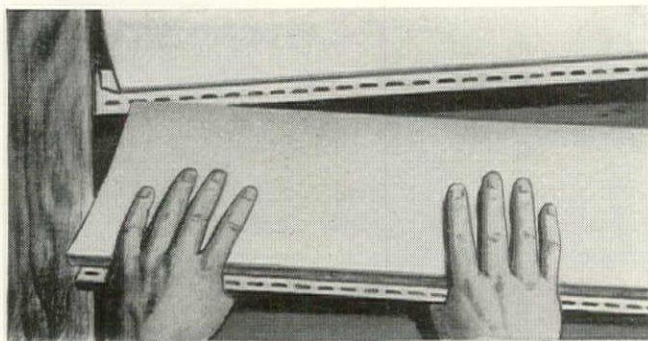
**MORE BEAUTY!** Here is a *better*, more beautiful kind of exterior building material—luxurious, precision-produced Kaiser Aluminum clapboard Siding and Roofing. It is flawlessly uniform in beauty and quality, forever free of splits, knots and rough sawing scars. It comes from the mill prime-coated, ready to receive smooth paint finishes that won't flake or peel. And it can be painted any color, any shade.



**MORE ECONOMY!** This new siding and roofing costs no more than other fine building materials. But better yet, it will never need the usual kind of maintenance, for it can't crack, rot, warp or rust. And it's easier to erect than any other material, so it cuts on-the-job labor expense. Requires fewer nails, less paint (because it absorbs none) and needs no underlying wood sheathing. You can cut and work it with wood tools.



**MORE DURABILITY!** No other material can match the long life of Kaiser Aluminum clapboard Siding and Roofing. It will last for *generations*. It can't absorb moisture, can't be damaged by vermin or rodents, can't be ignited by sparks. It is supplied in standard lengths of 10, 12, 14 and 16 feet. Siding is  $6\frac{7}{8}$ " wide, .030" thick. Roofing has an exposed width of  $8\frac{1}{2}$ ", is .025" thick. 1143 base feet of the Siding weighs 580 pounds, will give 1000 sq. ft. of wall coverage.



**MORE PROTECTION!** Only Kaiser Aluminum clapboard Siding and Roofing has a curved surface. When each piece is nailed down by the lower edge, the pre-formed curve produces a tension which results in an absolutely tight, weather-proof joint. Concavity also eliminates wrinkles and sheen, produces attractive shadow lines that are  $\frac{3}{4}$ " deep, and increases rigidity. Notice how nails are completely hidden!

## Kaiser Aluminum

### SIDING AND ROOFING

a Permanente Metals product

Get more information about the unique advantages of Kaiser Aluminum clapboard Siding and Roofing! Phone, wire or write today for free folder packed with detailed information.

SOLD BY PERMANENTE PRODUCTS COMPANY, KAISER BUILDING, OAKLAND 12, CALIFORNIA . . . WITH OFFICES IN:  
Atlanta • Boston • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Indianapolis • Kansas City • Los Angeles • Milwaukee  
Minneapolis • New York • Oakland • Philadelphia • Salt Lake City • Seattle • Spokane • St. Louis • Wichita



*It's Brand New!*



36" Wide  
Series No. 700

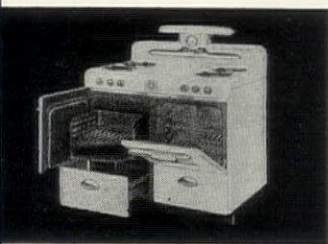
# GREATEST *Magic Chef* YET!



Here's the BUILDERS' LINE that offers the widest possible selection and the greatest return on your investment. For details write American Stove Company, Advertising Dept., 1641 S. Kingshighway Blvd., St. Louis 10, Mo.



43" Wide—Series  
No. 400 & 460



39" Wide—Series  
No. 2400 & 1300



36" Wide  
Series No. 1200



30" Wide  
Series No. 600



20" Wide  
Series No. 500



# To make a dream come true...



**H**OME is every man's dream! Yet, today, Americans are approaching the thought of home with doubt. First, of course, a place to live in is hard to find. But when you do find one, how can you know whether it is worth the price? Will it stay staunch and secure through the years? Will it bring that quality and character to living which are so essential to happy family life?

## How can you be sure of quality and value?

To many people, that is the biggest question in housing today. Though most builders are honest and efficient, their day-by-day straightforwardness does not win the headlines that result from the unmasking of the unscrupulous few. Hence there is growing public doubt about the operations of the merchant builders though they are the best equipped, in knowledge, experience, labor and machinery, to put up the economical homes we dream of.

In an endeavor to help solve this problem, and also to offset over-publicized housing "scandals," Revere announces the organization of the *Revere Quality House Institute*. This Institute is composed of architects and builders who, teaming up together, are going to find out, in the actual building of houses, how much real quality and happy living can be put into moderately priced homes.

These houses will be located in all parts of the country so that every housing need can be studied. Whatever useful development can be worked out in one area will be applied wherever else it can be used. Always the purpose will be to determine what is the maximum quality and comfort that can be provided for every single dollar spent.

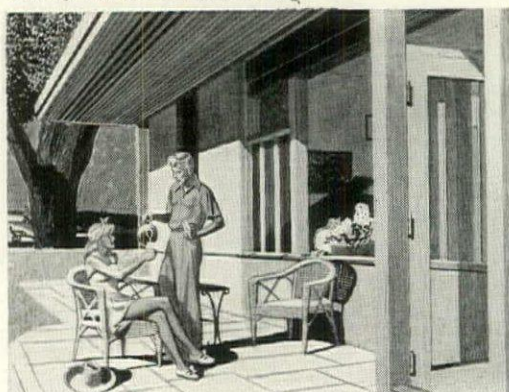
In order to avoid any possibility of bias, Revere asked the Architectural Forum, because of its established desire to further the interest of the entire building industry, to act as co-sponsors and assume the responsibility of inviting the architects and builders who would form the Institute. Now that it is organized, Revere wishes to make clear that, while it is sponsoring this effort, it will not control it.

It is hoped that in time this Institute will take its place beside other organizations whose purpose is to safeguard the health of the people and the value given for the people's money. It will not be too long, we trust, before the Institute will be nationally recognized as the creator and guardian of quality housing standards.

## 12 Principles of Quality Housing

Here are the basic principles which the Revere Quality House Institute has agreed upon as essential in a home:—

**1. Good site planning:** Design streets which discourage through traffic; design houses, place them on plots, and landscape them to take advantage of natural features and the best orientation, and to provide privacy for outdoor living; the resulting variety will avoid monotony.



**2. Efficient use of space:** Eliminate all waste space; reduce corridors and halls to the minimum; install compact mechanical equipment; plan most rooms for more than one use so that there will be no rooms which are used only an hour or two out of the day; design all rooms to accommodate standard furniture.

**3. Plan the house for health:** Make sure that all rooms have plenty of natural light, air, and sunlight, and that adequate artificial light and heat are available whenever and wherever needed; provide an adequate and dependable water supply and sanitary waste disposal; make sure that the house is tight and dry and that it will be warm in winter and cool in the summer; design carefully to reduce common home accidents.

**4. Plan the house for convenience:** Reduce housework and footsteps to a minimum by efficient planning, automatic equipment, and durable, easy-to-clean materials; provide adequate, carefully designed, and easily accessible storage space for all of the family's possessions, giving special attention to seasonal storage, children's toys, garden tools, bicycles and prams.



**5. Plan the house for livability:** Provide for all of the frequently conflicting activities of family life: a place for listening to the radio and a quiet place for reading or studying, a place for parties where the noise will not wake the children, indoor and outdoor play spaces where children will be under eye but not under foot, indoor and outdoor spaces for drying clothes; a place for sewing and a place for the home repair shop; make the small house seem large by a free flow of space in the living areas, indoor and outdoor.

**6. Plan for privacy:** Windows should not open opposite the neighbor's windows; outdoor living spaces should be screened with planting or fences from the neighbors and from the street; privacy within the house is also important, and it should be possible to go from the bedrooms to the bathroom without passing through the living room.

**7. Plan for outdoor living:** Even in the north, outdoor living can be enjoyable for six months of the year; provide a place near the kitchen for eating, shady places for reading, open spaces for sun bathing, and play spaces for the children, — all planned as carefully as the corresponding indoor areas.

**8. Plan the orientation for year-round comfort;** the least sun and the most breeze in the summer, the most sun and the least wind in the winter; open large glass areas on the best oriented side of the house and reduce or eliminate openings on the worst side; use overhangs, trellises, or planting to supplement orientation.

**9. Plan for the future:** Since families grow and change, provide for the possibility of adding to the house or changing its internal arrangements, to fit changed family needs; piping and wiring should be adequately sized to allow for greatly increased future use.

**10. Quality materials:** Select materials which are durable, do their job well, require a minimum of maintenance, and are pleasing in appearance; consider first cost, length of life, and cost of maintenance in selecting materials; it is no economy to save money on materials; since labor costs are the same or may even be less on quality metals.





The advertisement reproduced in these two pages appears April 24th in the Saturday Evening Post. Thus is announced to the public the formation of the Revere Quality House Institute, which we believe will result in better housing at lower costs, and more creative opportunities for architects. For further details, see news article on page 12 of this issue of The Architectural Forum.

Homes must be planned for practical living and have built-in quality, if they are to be joyous and comfortable. It is the purpose of the Revere Quality House Institute to provide you with identifications and definitions through which you can tell what a house really offers you in the way of tangible and intangible values.



1. **Quality construction** begins with a well-drained site and foundations placed on solid bearing; the structure must be soundly engineered, with shrinkage minimized and equalized; the house must be water-tight and windproof; it must conserve heat in the winter and keep it out in the summer; it must continue to do all of these things for many years with a minimum of maintenance; finally, quality construction is impossible without skillful, honest workmanship.

2. **Quality equipment:** Mechanical equipment should be adequate in capacity to allow for increased future needs; ruggedly constructed of durable materials, it should be dependable in performance, non-hazardous in operation, and require a minimum of attention for operation and repair.

## WHY REVERE FOSTERS THE INSTITUTE

Revere believes that it is by creating a constantly improving life for Americans, that industry finds its best opportunity and its greatest rewards. That is why, though we want it made clear that Revere will neither build nor sell houses, we have founded the Revere Quality House Institute.

But also, we believe the Institute will stimulate the markets for our products. For if Americans build for quality, the market for copper and brass products will be vastly increased. To build lastingly, to preserve, to maintain, all require the use of copper and its many marvelous alloys.

Revere produces for the building industry such materials as sheet copper for flashing,

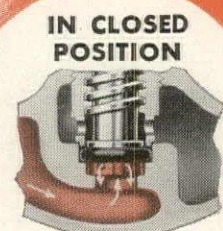
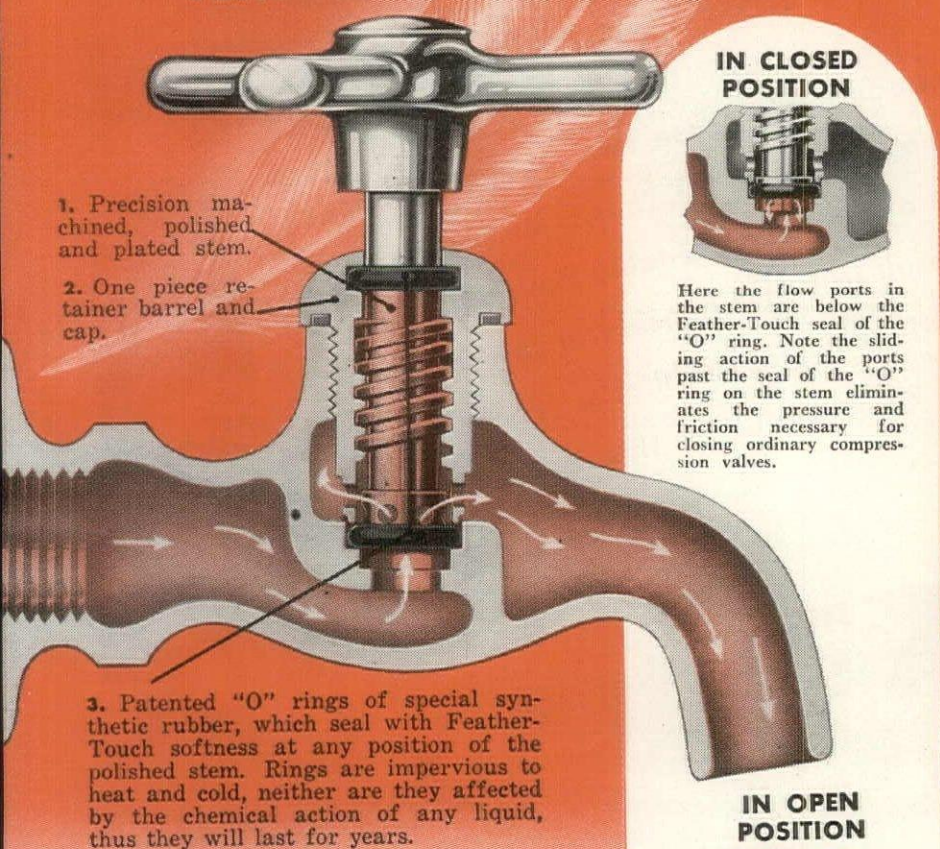
roofing, gutters, downspouts, cornices and the like; copper water tube for plumbing and heating lines including radiant panel heating; Red Brass pipe for water lines; Revere Home Flashing, a packaged flashing system for small homes.

All these are quality materials, permanent, trouble-free. Yet, including hardware, they add only about 1% to the cost of the average \$10,000 house, when installed instead of short-lived, rustable troublesome materials. But, since enduring, non-rustable metals of some sort must be a part of quality specifications, Revere (and indeed, the entire copper and brass industry) can expect to benefit through the years as a result of better building standards.



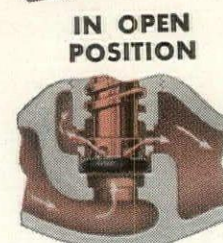


# LOOK INSIDE And SEE HOW Salter Feather-Touch VALVE CONSTRUCTION ACHIEVES FEATHER SOFT CLOSING



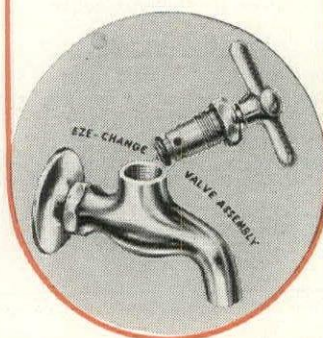
**IN CLOSED POSITION**

Here the flow ports in the stem are below the Feather-Touch seal of the "O" ring. Note the sliding action of the ports past the seal of the "O" ring on the stem eliminates the pressure and friction necessary for closing ordinary compression valves.



**IN OPEN POSITION**

Flow ports have now moved above the "O" ring to permit a full flow of water thru the valve. Regulating the volume of water flow requires only slight turning of the handle.



In this new Feather-Touch valve, Salter engineers have perfected an amazingly simple valve. It's a removable barrel type with no complicated working part . . . just a stem and outer barrel or bushing which also serves as the cap. Conventional metal valve seats and washers have been entirely eliminated. Its finger tip Feather-Touch opening and closing action is achieved by the hydraulic piston action of the stem sliding through two precision "O" rings. Working surfaces of these parts are precision finished to 3 thousandths of an inch tolerance and the stem is polished and plated to achieve the ultimate in smoothness. The above features make a valve which has operated on laboratory tests equal to over twenty years of drip proof service. Write today for a catalog and start specifying Salter Prestige Feather-Touch fixtures. Your clients will appreciate their finger-tip, no-drip operation.

**H.B. Salter MFG. CO.**

**PRESTIGE Feather-Touch FIXTURES**

50 Ninth Street, Marysville, Ohio

and division THE GLAUBER BRASS MFG. CO., Kinsman, Ohio

## ANNOUNCEMENTS

COLUMBIA UNIVERSITY announces the establishment of an Institute for Urban Land Use and Housing Studies. Under the directorship of Dr. Ernest Fisher, professor of Urban Land Economics, this new group will apply the vast amount of technical material already available in many fields to studying problems of housing and the development of urban communities. Many branches of study at the University will cooperate in the work of this new department—Law, Architecture, Business Economics, Sociology, Public Law as well as Housing and Planning. A Rockefeller grant of \$100,000 has been awarded for the work of the new Institute. Results, which will include studies of the New York territory as well as of other large cities will be published as soon as they are completed. Work will be done under the supervision of an Administrative Board, whose members include: Arthur Burns, Miles Colean, R. Parke Eastwood, Robert Merton, J. Marshall Miller, John Millet Frederick Mills, Richard Powell, Raymond Saulnier and Philip Young.

THE CONSTRUCTION INDUSTRY INFORMATION COMMITTEE, a newly formed industry-relations bureau, will conduct research activities under the direction of Miles Colean, and will make its findings available to all industrial associations and related business groups. Studies will be made on building costs, labor supply, labor-saving methods, building code revisions, etc. Further information about the Committee's work may be obtained from their office at Room 706, 815 Fifteenth St. N.W., Washington, D. C.

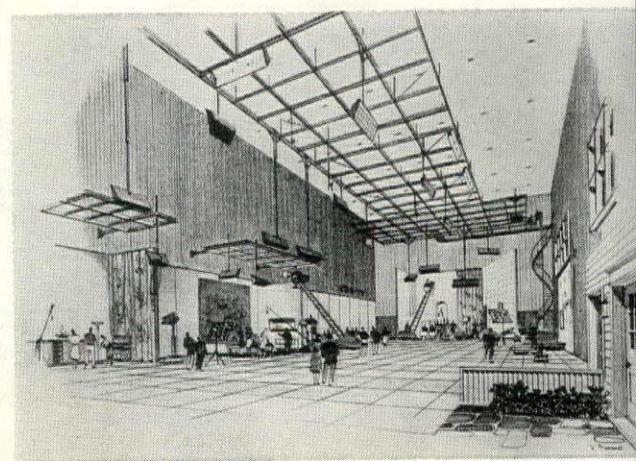
THE NEW YORK CHAPTER OF THE A.I.A. announces publication of a complete yearbook and register of all its practicing members. Information on background, experience and special field of each architect is included.

THE HOME BUYER'S GUIDE, a portfolio designed for the small home-builder's convenience, provides a compact way of assembling building data for clients. It is distributed by Rheem Manufacturing Co., 570 Lexington Ave., New York 22, N. Y.

The partnership of JAMES BENNETT HUGHES A.I.A. and HARRY DENYES, JR., A. I. A. has been dissolved. Mr. Hughes will continue practice at 187 S. Woodward Ave., Birmingham, Mich.

C. RALPH FLETCHER, architect, announces that he has terminated his associateship with Lester Tichy, New York architect and industrial designer.

## BUILDING PREVIEWS

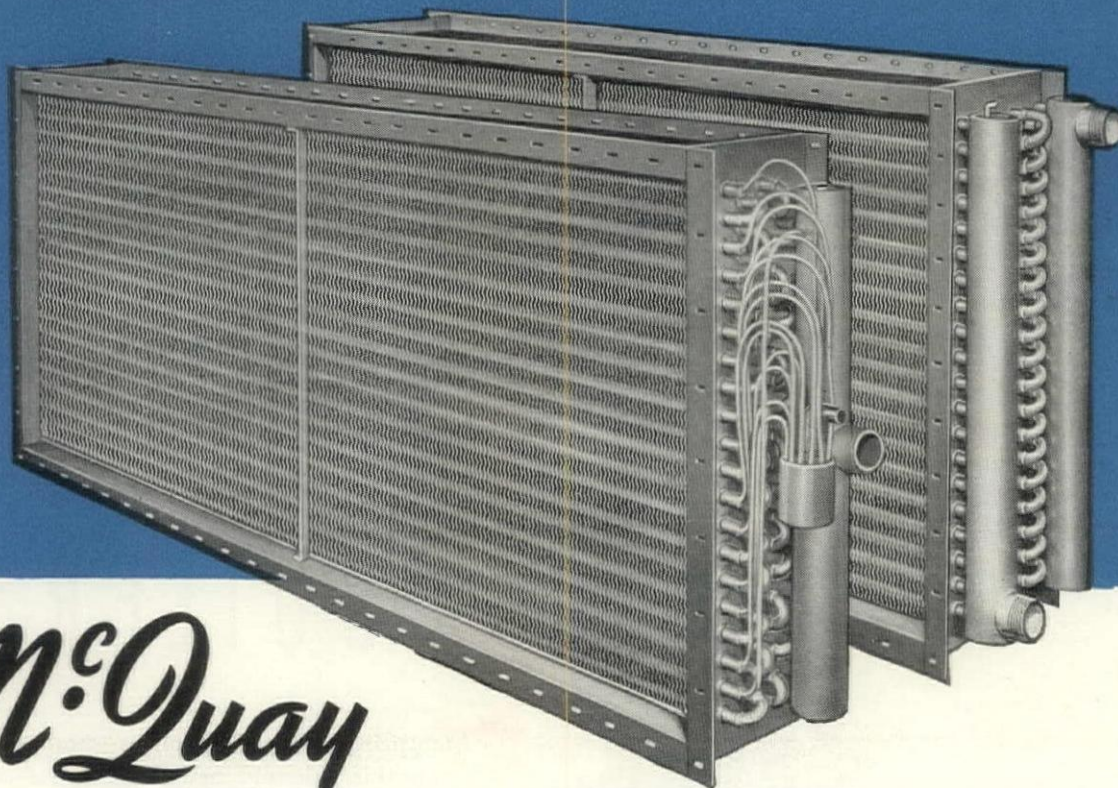


THE LARGEST TELEVISION STUDIO PLANT in America is being equipped in the Grand Central Building, New York City, by Columbia Broadcasting Studios. Two main studios with working areas of 55 x 85 ft. and

(Continued on page 7)



# HYDRAULIC EXPANSION means better contact!



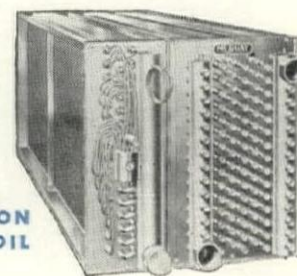
## McQuay

### AIR CONDITIONING COILS

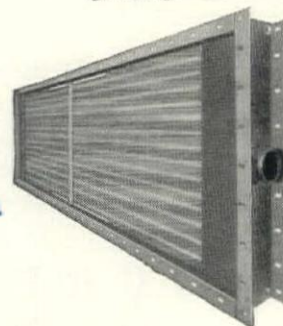
Superior contact fin to tube—assured turbulence of the heating or cooling medium—two reasons for top performance in McQuay air conditioning coils. Exclusive Ripple-Fin coils are formed by a process in which copper tubes are hydraulically expanded into plate type aluminum fins under pressures up to 4500 PSI, assuring maximum heat transfer between primary and secondary surfaces. Rippled inside tube surfaces, created in the expansion process, add necessary turbulence to the liquid or gas medium for greater heat transfer.

Practically limitless in range of sizes and capacities, McQuay coils for water, steam, direct expansion or combination uses are engineered to meet your requirements. See your McQuay representative or write McQuay, Inc.

Representatives in Principal Cities.



COMBINATION  
COIL



STEAM  
BLAST COIL

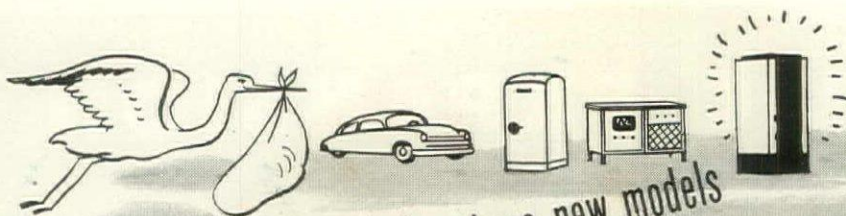


## McQuay Inc.

1609 Broadway Street N. E.  
Minneapolis 13, Minnesota

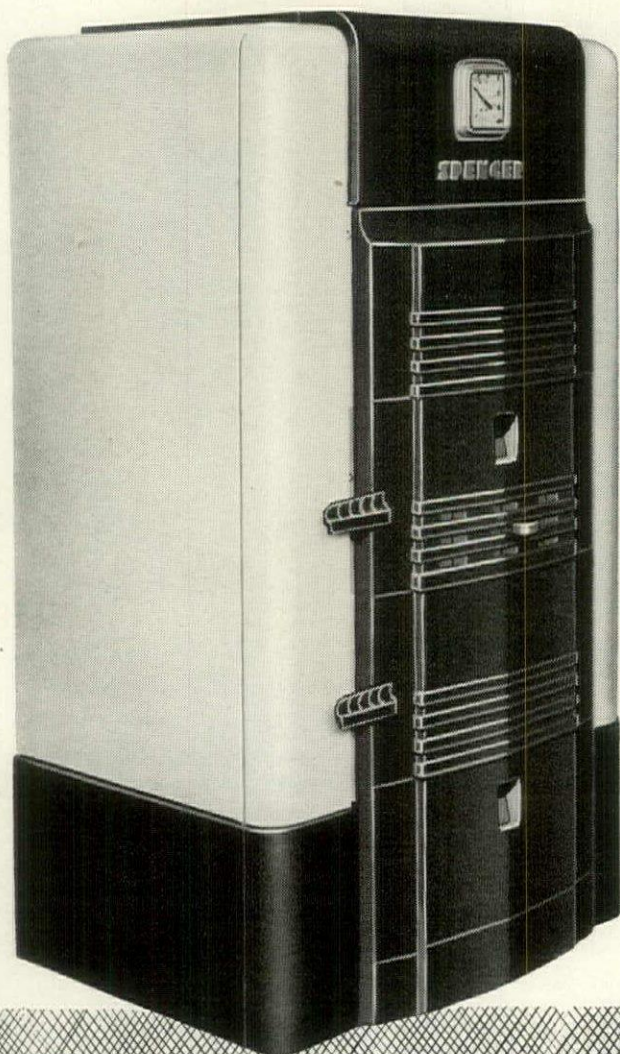
HEATING • AIR CONDITIONING • REFRIGERATION





Boilers, too, have new models

now . . .



the new, all purpose

# SPENCER

SERIES 21

# BOILER

Spencer—known since 1888 for manufacturing only quality boilers—now brings you this splendid new all purpose cast iron sectional boiler. New in design . . . design proven under actual conditions in our testing laboratories. New heights in performance from Spencer's long experience gained in manufacturing quality heating equipment . . . Write today—get complete details.

*Just look at these added features—*

Designed to burn any type fuel—easily and quickly converted. Year round domestic service hot water. Easily installed—a sectional boiler designed for iron to iron air tight fit. Attractive, colorful jacket combined with modern design door assembly that features pyrex observation ports. Adds a note of beauty to that extra room in the basement.

## SPENCER HEATER

DIVISION — AVCO MANUFACTURING CORPORATION  
DEPT. AA-2 WILLIAMSPORT, PA.



FULLY APPROVED  
REG. U. S. PAT. OFF.

**ANOTHER *Avco* PRODUCT!**





# YOU'LL BE RIGHT ON TOP



When you specify Decorative Micarta  
FOR TABLES...COUNTERS  
...BARS...WALLS

Whenever you want beauty plus convenience and durability, use this modern surfacing material. But be sure to specify Decorative Micarta\*. That way you'll get all 10 of these important advantages.

- Won't scratch or mar under ordinary service conditions. Finished surface is hard and durable.

- Strong, dense material. Guaranteed not to warp, chip or crack under ordinary service conditions.

- Genuine wood veneers available. Truwood Micarta combines the beauty of such woods as primavera, mahogany and walnut with all the practical features of Decorative Micarta.

- Quickly and easily cleaned, because of its permanently smooth surface.

- Available in "cigarette-proof" grade at slight extra cost. Even when cigarettes burn out on it, "cigarette-proof" Decorative Micarta remains unmarred.

- Will not spot or stain from spilled food, grease, alcohol, etc. Highly resistant to heat, moisture, mild acids and alkalies.

- Color-fast, permanent finish. Unusually clear, lustrous colors and patterns won't fade or darken.

- Exclusive "Beauty Mask" of tough Kraft paper protects surface during shipping, machining and installation. Strips off easily when ready for use.

- Optional finishes. Brilliant high-gloss or lustrous satin.

- Large 4 ft. by 8 ft. sheets of Decorative Micarta are available for covering large surfaces quickly, and with a minimum of joints. Smaller sizes also available for table tops and similar applications.

Sounds like almost an ideal surfacing material, doesn't it. Well, it is!

Don't fail to get complete information on Decorative Micarta now. Available in a variety of desirable colors and patterns. For samples and installation data, write:

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Weldwood* Hardwood Plywood	Flexmetl
Douglas Fir Weldwood	Weldwood Glue* and other adhesives
Mengel Flush Doors	Weldtex* (striated plywood)
Douglas Fir Doors	Decorative Micarta**
Overhead Garage Doors	Flexwood*
Molded Plywood	Flexglass*
Armorpil* (metal-faced plywood)	Firzite*
Tekwood* (paper-faced plywood)	

\*Reg. U. S. Pat. Off.

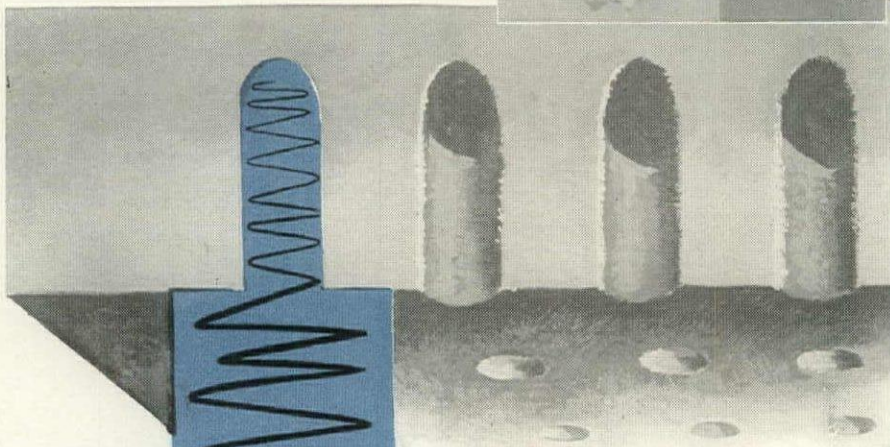
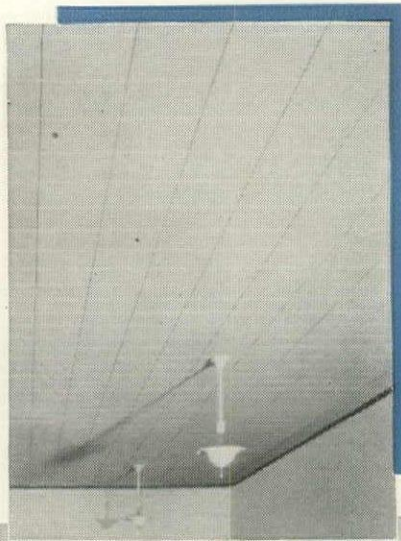
\*\*Reg. U. S. Pat. Off., Westinghouse Electric Corporation

## DECORATIVE MICARTA



## ANNOUNCEMENTS

*We've built  
a better  
"noise trap"*



\*Based on room size 15' x 15'  
†Reg. U.S. Pat. Off.

**You'll have 108,900\* noise traps to give you quiet, when you buy a Johns-Manville Fibretone† Ceiling**

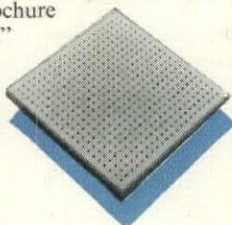
• Every 12" unit of a Johns-Manville Fibretone Ceiling has hundreds of scientifically designed "noise traps"... small cylindrical holes drilled in the sound-absorbing panels.

Here the noise waves are trapped and dissipated *within* the holes.

Once you experience the benefits that noise-quieting Fibretone gives... greater comfort, less nerve strain, increased efficiency... you'll never again be satisfied to have an ordinary ceiling in any busy area. You'll be surprised, too, at Fibretone's *low cost*.

**Send for Free, Fascinating Booklet:** Whether you're interested in quieting an office, restaurant, bank, school, or factory, let us tell you more about Fibretone. Write for our brochure "Sound Control."

Johns-Manville,  
Dept. AF4,  
Box 290, New  
York 16, N. Y.

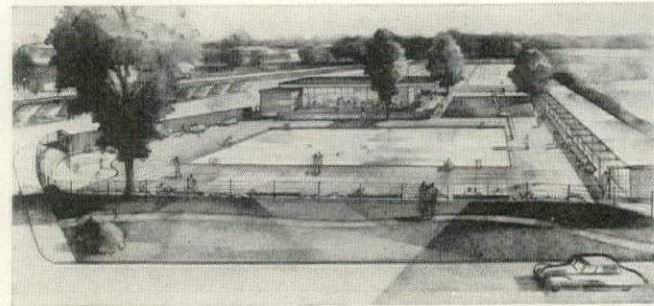


*Put a ceiling on noise with*



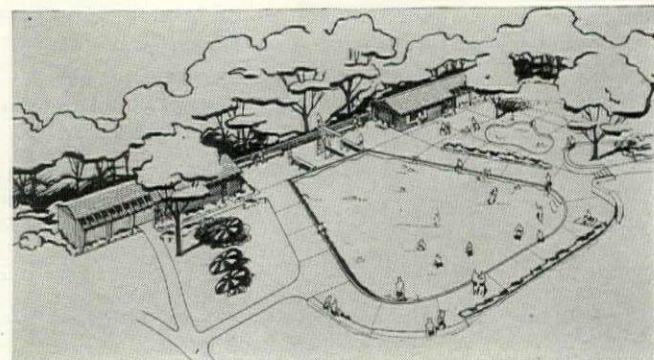
**Johns-Manville FIBRETONE CEILINGS**

a ceiling potential of 45 ft. will permit maximum flexibility in shifting scenes from one camera to another. Elevated catwalks allow for the frequent adjustments necessary in the complicated lighting and sound equipment. Adjoining this central area are individual control rooms, scenery and construction rooms, film facilities, maintenance, wardrobe and property storage space, master control room and staff offices. Architect Vincent Furno with the CBS design staff planned the studio whose first unit will be in operation this month.



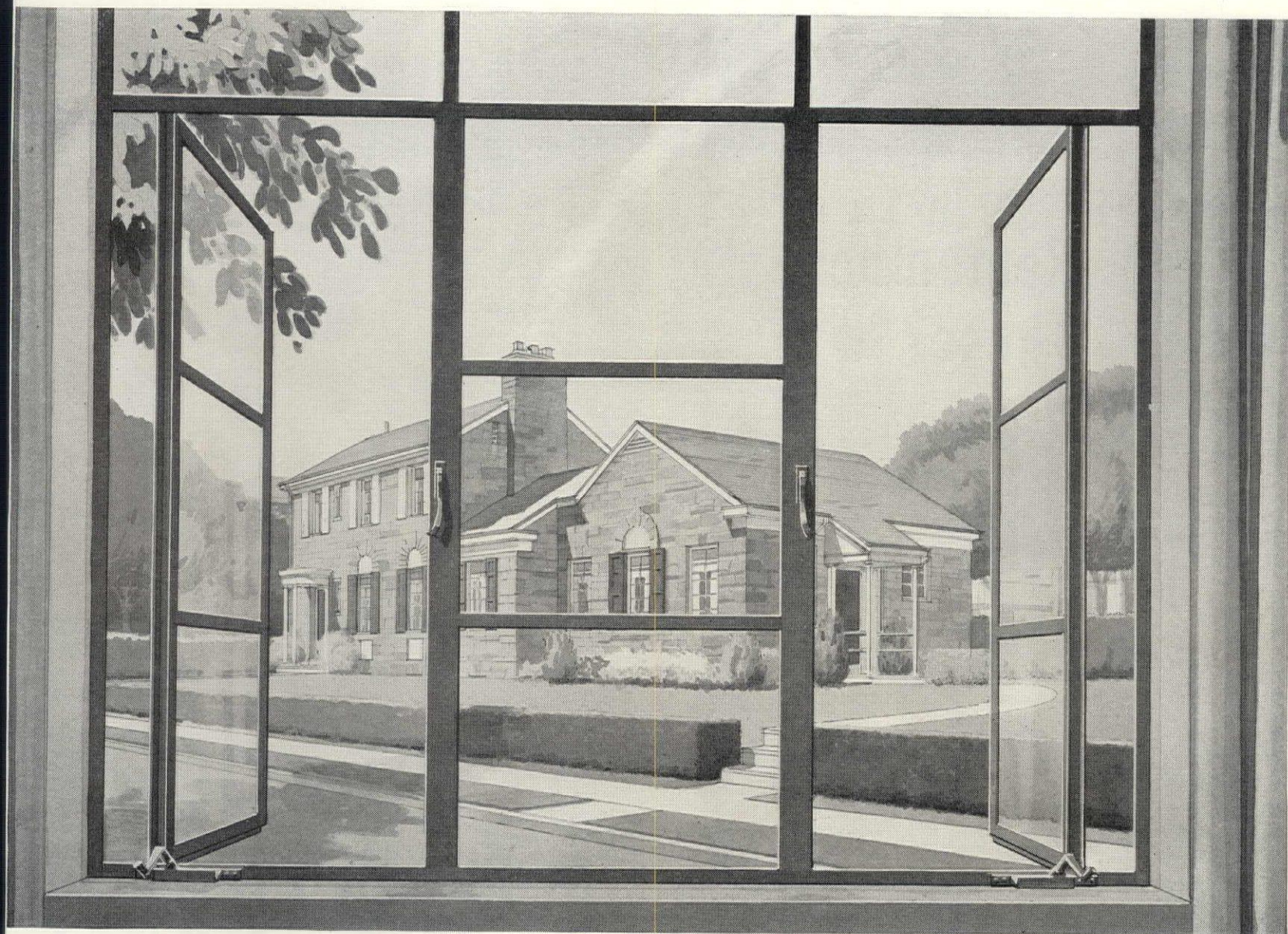
TWO RECREATION PROJECTS, now being built at opposite ends of the country, will expand next summer's out-door sports facilities. The \$200,000 playground above (Kelly & Gruzen, architects and engineers) will be the first built in direct connection with a private housing project (Brunetti, Hackensack, N. J.). In addition to a 40 x 80 ft. swimming pool of reinforced concrete with flagstone aprons, it will provide tennis and badminton courts and a clubhouse with recreation room, lunch bar, lockers and shower rooms.

The Texas swimming pool below illustrates an original idea in pool design. Architect George Harrell provides 20 per cent more shallow water by abandoning the conventional rectangular pool for a fan-shaped one. Included in this project, which is for the Northwood Club of Dallas are bathhouses, a clover-shaped wading pool for very small children and play areas equipped with plastic covered sand. This new type of sand cuts down glare (an important advantage during Texas summers) without interfering with its aptitude for sand-castle construction.



TYLER GARDENS, a rental housing development now under construction near Washington, D. C. will provide 478 dwelling units of 3½, 4½ and 6 rooms each. The two-story house groups (architects and site planners, Churchill-Fulmer Associates; consulting site development engineer, Ralph Eberlin) are laid out on a loop street arrangement with safe play areas adjacent to each group of units and parking courts at the rear entrance of each apartment. Exteriors are of masonry construction up to the second story window sill; above that, of asbestos siding. All doors and frames, as well as window sashes, are of metal. Radiant heating (through pipes set in the ceiling plaster) is distributed from a central oil plant; individual controls are located in each unit. The project is FHA guaranteed, with Prudential Insurance Co. as mortgagee. (Continued on page 76)





Residence of Dr. and Mrs. L. L. Weber,  
Philadelphia, Pa. Architect: Jesse Stetler.  
Builder: Meyer Gussman.

Another example of the wide application of Lupton Metal Windows is shown in this physician's office and home. Here, Lupton Metal Casements provide all the benefits of modern window construction. With Lupton Casements, air flow is easily controlled by attractive Roto-operators located at the sill. Extended hinges permit cleaning all glass from inside the room. Neat, metal frame screens or glass insulating panels can be easily attached on the inside of the window. There is a Lupton Metal Window for every type building—industrial, commercial, residential. Write for our catalog or see it in Sweet's.

MICHAEL FLYNN MANUFACTURING CO.  
700 East Godfrey Avenue, Philadelphia 24, Penna.  
*Member of the Metal Window Institute*

# LUPTON

## METAL WINDOWS



Remember  
These? ➔



# Here

# it

## THE NEW RHEEM PROMOTION PLAN for Small-Home Builders!

NOT long ago we visited some model homes. We talked to people inspecting them. *We found out what prospective home buyers want to know.*

They want to know a lot... much more than any busy builder has time to tell them personally.

What kind of pipes? What type of insulation? What kind of cooking range? What make of furnace? What brand of water heater?

You put into the houses you build, the best materials, the best brands of appliances you can find. How can you *tell* each prospect what your house offers?

We have a way.

We have constructed a large, beautiful portfolio in full color, called the "Home Buyer's Guide." It is dignified, impressive, wholly in keeping with the importance of the subject.

The inside pages of this handsome piece are divided into pockets into which we will insert attractive literature which describes in detail the Rheem equipment installed in your houses. From your other suppliers you can obtain and insert literature on building material, in-

sulation, paint, plumbing fixtures and kitchen appliances.

You can include financing plans—your own, the local bank terms or F.H.A. plan. You can include *all* the facts about your new homes!

No Rheem advertising appears on this portfolio. But *your name and address* will be handsomely imprinted (at *no cost* if you are a Rheem customer). The portfolios are shipped to you in the quantity you need. You simply insert the literature, put a supply of the "Home Buyer's Guide" on display in each of your model homes and sales offices and invite every prospect to take one free.

Thus, the whole story of your new homes is presented in a single package—a striking portfolio that your prospect takes along with him. It's a new way to merchandise your new homes. It's an entirely new kind of service to builders from Rheem, world's largest maker of water heaters and one of the foremost manufacturers of Home Comfort Appliances.

Fill in your name and address on the coupon below and mail it today. Our representative will call to show you a sample of the "Home Buyer's Guide" and take your order. NO obligation, of course. Do it now.

# Rheem Manufacturing

HOME COMFORT APPLIANCES

Automatic Water Heaters • Central and Space Heating Equipment • Soft Water Appliances • Boiler and Tank Units



is



# Home Buyer's Guide

*A guide to  
materials, appliances, and equipment  
called in this House*

## The Home Buyer's Guide

1. A beautifully illustrated portfolio with your name imprinted.
2. All facts about your new homes in a single package.
3. Stays with your prospect while he's making the decision.

ACTUAL  
SIZE  
9 1/4" x 13 1/2"

### Rheem Manufacturing Company

Dept. AF-4  
570 Lexington Ave., New York 22, N. Y.

Please have your representative call to show me a sample of the Home Buyer's Guide. I understand there is no obligation.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# Company

9 plants in U.S.A.—also Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.



## ANNOUNCEMENTS

# The **PREFERRED** Home Floor is Wright Rubber Tile



Color Goes Clear Through



New Walking Comfort



Easiest to Clean

**LIFETIME SMARTNESS**—the keynote of Wright Rubber Tile advertising in leading magazines to home owners—expresses the fast mounting trend in home floors, and explains the increasing preference for Wright Rubber Tile in the home, among architects and builders.

**WRIGHTEX** is the recommended Wright Rubber Tile for home floors. Its complete adaptability to present day trends and home-floor requirements is notable. Its wide choice of rich, enduring colors and sizes assures the much-wanted variety of individual designs, that fit your decorative plans.

From the practical side—the resilient texture of **WRIGHTEX** cushions every step . . . an important addition to kitchen floors especially. It is noiseless. Furthermore, it is the easiest of all floors to keep clean, glowing and lustrous.

Where radiant heat is planned—**WRIGHTEX** is the outstanding preference. Exhaustive tests demonstrate that it is not affected by high temperatures . . . reduces heat loss to a minimum . . . odorless.

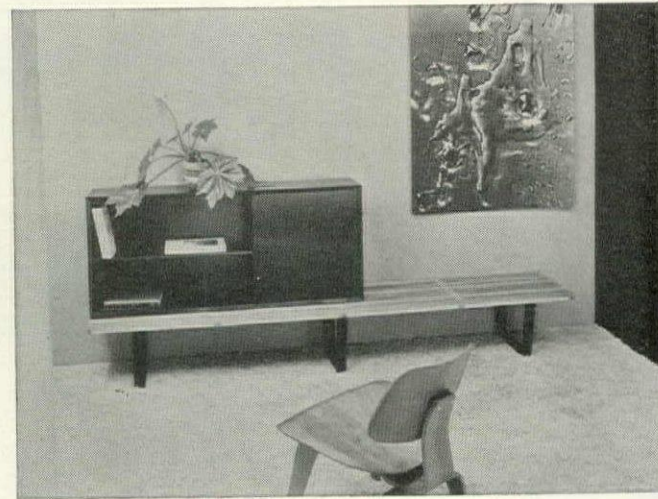
In the home market, as well as for churches and hospitals, **WRIGHTEX** sets the top-quality pace, as does **WRIGHTFLOR** for commercial and business installations exposed to heavy traffic. For complete information on Wright Rubber Tile, write—Taylor Manufacturing Company, 3062 W. Meinecke Ave., Milwaukee 10, Wis.—America's oldest maker of rubber floor tile.

## WRIGHT RUBBER TILE

*Floors of Distinction*

### EXHIBITS

**FURNITURE OF TODAY**, a cross-section of modern furniture now on the market, will be shown in the Museum of Art at Rhode Island School of Design, Providence, April 7-May 27. In addition to furniture from 15 companies, examples of well-designed modern rugs, lighting fixtures, textiles and pottery will be on view. Individual pieces are arranged in a series of living areas which will allow them to be seen in their proper setting. The corner of the exhibit below shows an Eames chair and a George Nelson cabinet and table. A handbook "How to Look at Modern Furniture" containing pictures and detailed information on each piece in the show is being prepared by the committee and will be distributed at a small fee.



**MODERN LIVING**, an exposition at the New York Museum of Science and Industry, Rockefeller Center, New York City (April 11-May 9) will show a two-bedroom house designed to cost \$7,500 complete with plumbing, heating, electricity and lighting fixtures. The house has been planned and engineered by Walter Dorwin Teague and manufactured by Adirondack Homes. Full-sized models of this house will also be shown in 15 cities throughout the country in the near future.

### COMPETITIONS

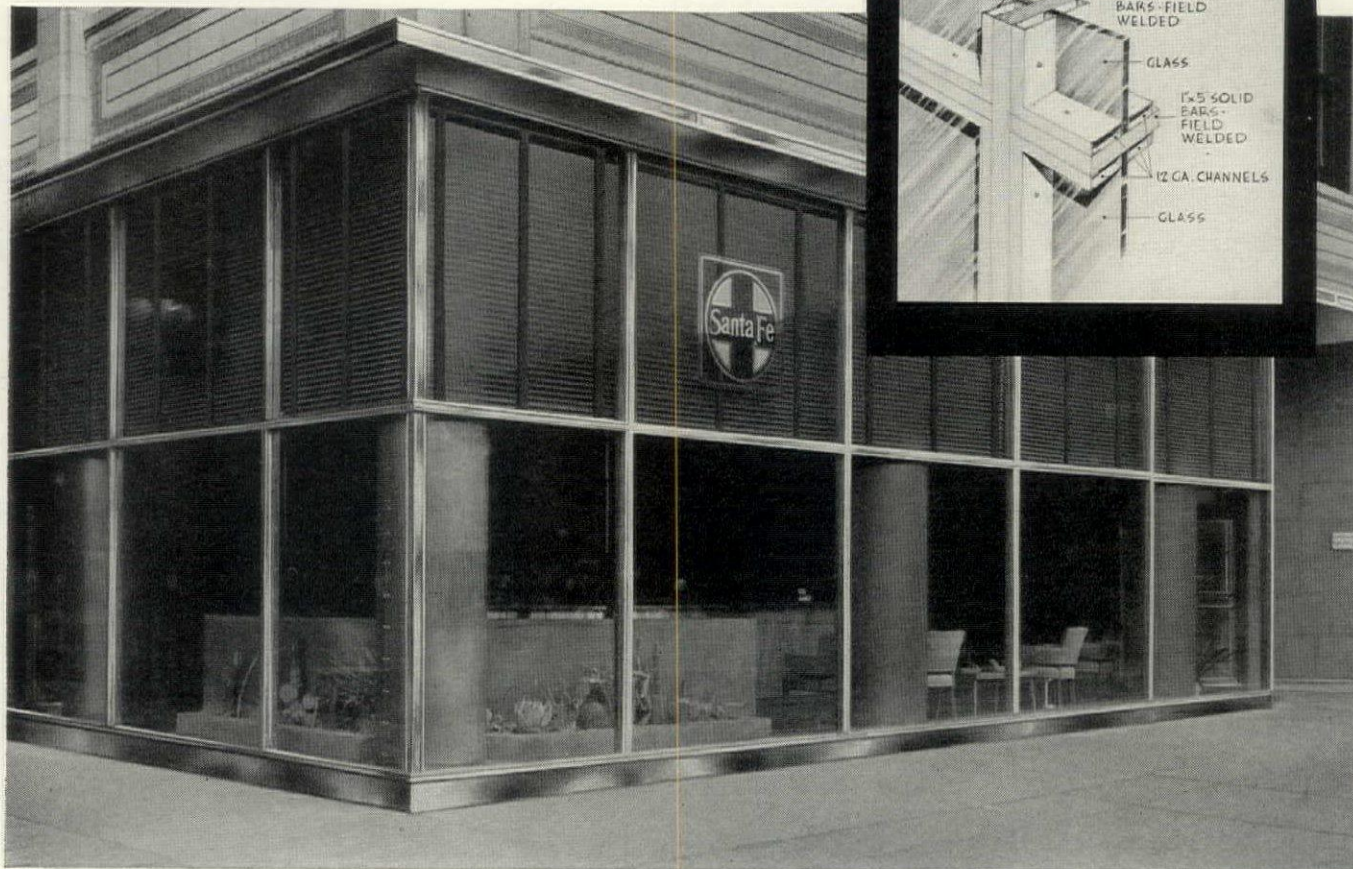
**AN INTERNATIONAL COMPETITION** is announced for planning a new main traffic artery for Stockholm, Sweden. All registrants for the contest will be sent photographs, large scale maps of the area and diagrams showing required capacities and approaches. The jury is composed of: Helge Berglund, commissioner for the town planning department, Professor Sir Patrick Abercrombie, Architect Hakon Ahlberg, Civil Engineer Anders Ahlen, Civil Engineer David Anger, Professor Anker Engelund, Harbour Department Commissioner Harald Gornasson, Assistant City Treasurer Hans von Heland, City Planning Director Sven Markelius, Civil Engineer Ernst Sundstrom and City Architect Gunnar Wetterling. Seventeen thousand dollars (approximately) will be awarded in prizes, of which \$13,000 will be given in four award prizes; the rest as purchasing prizes. No award prize shall be less than \$1,700 and no purchasing prize less than \$1000; the first prize is \$5,700. All entries must reach Stockholm by May 1, 1949 or a Swedish Embassy abroad by April 1, 1949. Further information may be obtained from the Town Planning Board, Stockholm, Sweden.

**A WOVEN TEXTILE DESIGN CONTEST** for students in U. S. textile or industrial schools is being sponsored by the Moss Rose Manufacturing Co., Allegheny Ave., & Hancock St., Philadelphia, Pa. Awards of \$500, \$300 and three of \$100 will be made for the best designs. Entries may be forwarded to the Competition Director at Moss Rose Manufacturing Co. between May 15th and 30th.

(Continued on page 80)



• Frames and mullions of wide windows in the new Chicago ticket office of Santa Fe are handsome Stainless Steel. Inset shows a detail of the Stainless channels. Architects of this distinctive job were Shaw, Naess and Murphy, Chicago.



## Stainless Steel moves out front

Strength and beauty team up in Stainless Steel to create this distinctive storefront.

It's the new ticket office of the Santa Fe Railroad in Chicago. Sills, mullions, angles and channels that support the high, wide windows are gleaming ARMCO Stainless Steel. The great strength of this rustless metal permits the use of narrow members—keeping obstruction of the window area to a minimum. The hard, dense surface of easy-to-clean Stainless Steel resists denting, scratching and corrosive attack . . . stays bright and handsome for years.

ARMCO Stainless is the natural choice for any architectural use when the goal is beauty, strength and durability. Stainless trim brightens exteriors as well as interiors, serves longer at lower cost in long-life roof drainage systems. It ends rust-jamming in window frames, keeps kick and push plates and elevator doors looking better longer. Stainless Steel sinks and

other equipment assure spotless kitchens in restaurants, hotels and other institutions.

More than 60 grades of Stainless—in many forms and finishes—are produced by Armco. Stainless sheets, strip, bars and wire are ready for immediate delivery to contractors and manufacturers. Write for specific data. The American Rolling Mill Company, 56 Curtis Street, Middletown, Ohio. Export: The Armco International Corporation.

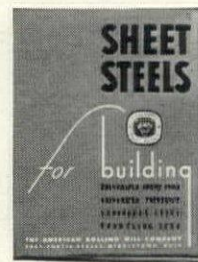
★ ★ ★

SEE SWEET'S CATALOG for uses, advantages and specifications of these other Armco special-purpose sheets:

**Galvanized ARMCO Ingot Iron**

**ARMCO Galvanized PAINTGRIP** (also available with ARMCO Ingot Iron or Copper Steel base)

**ARMCO Enameling Iron** (for porcelain enamel)



**THE AMERICAN ROLLING MILL COMPANY**

• SPECIAL-PURPOSE SHEET STEELS

• STAINLESS STEEL SHEETS, STRIP, BARS AND WIRE



# still **1<sup>ST</sup>** choice among designers, ...*MULTI-FAMILY* and

*since 1937!*



**PARKLAKE APARTMENTS, Boston** . . . birthplace of *Personalized Heating*. 152 luxurious suites, individually winter air-conditioned by Bryant Model VBs, world's most successful vertical units.



**BOYSTOWN.** New 3-million-dollar addition to Father Flanagan's famous *Boystown*, Nebraska, houses teenage boys in cottages like these. Heated by Bryant Model BA-88 winter air conditioners.



**PEACHTREE HILLS APARTMENTS, Atlanta, Georgia,** are among the newest and most modern in the South. Owners chose *Personalized Heating* with Bryant Model VB winter air conditioners.



**GREENWOOD GARDENS** is a Philadelphia row house development, one of several similar projects in the West Oak Lane section of the city that uses a total of over 2,000 Bryant Model GF-56 Gravity Warm Air Furnaces.



**PERSONALIZED HEATING** means radiation heating, too! Above is ARNA Valley, Arlington, Va., where more than 600 suites in 8-family buildings are individually heated by Bryant Model 26 boilers.

## ... WHEN BRYANT PIONEERED INDIVIDUAL SUITE HEATING IN A GREAT BOSTON APARTMENT BUILDING

● Bryant *Personalized Heating* has been proved with spectacular success the country over, in hundreds of large and small apartment buildings, garden-type apartments, row houses, duplexes . . . and in individual home projects that were planned for heating by a central system.

Leaders in the housing field have found that with this improved system, original equipment and operation-maintenance costs are *lower* . . . complaints and equipment failures are *fewer* . . . buyer and tenant comfort and satisfaction is *greater!* *Personalized Heating*, with Bryant *project-proved* automatic heating equipment, means a new high in *comfort* and *convenience* . . . a new high in *operating efficiency* . . . a revolutionary simplification in *design, construction* and *management*. It's the new *success factor* in mass and multi-family housing!



# builders and operators of the Nation's Top *MASS HOUSING DEVELOPMENTS*

*in 1948!*

**... THOUSANDS OF RESIDENTS OF  
NEW MULTI-FAMILY CONSTRUCTION  
WILL ENJOY THE ADVANTAGES OF  
BRYANT PERSONALIZED HEATING!**

● *North, east, south, west...* you'll find Bryant *Personalized Heating* installations in new multi-family projects all over the country, among them the Tremont Apartments, Allentown, Pa.; Pine Tree Village, Winnetka, Ill.; Allenhurst Gardens, Amherst, N. Y.; and more than a dozen projects in and around Houston, Texas. In many of these new developments you'll find Bryant *Modernaires*, newest vertical winter air conditioners, paired with gleaming white Bryant water heaters, installed in the *same* small utility closet. With this system, residents will have complete control of all space and water heating equipment serving their homes.

These installations will save owners and operators many thousands of dollars in space, building, installation and maintenance costs. How do we know? Because we've *proved* it hundreds of times in housing all over the country. And we can prove it in *your* project! Ask the Bryant representative nearest you to show you the proof in facts and figures with the illustrated presentation, *Bryant Personalized Heating*.



Photograph of an actual Bryant *Personalized Heating* installation, showing winter air conditioner and water heater installed in a small closet.



Let the pup be furnace man

**bryant**  
AUTOMATIC HEATING

BRYANT HEATER COMPANY • CLEVELAND, OHIO

One of the Dresser Industries



## ANNOUNCEMENTS

WASHINGTON STATE CAPITOL, OLYMPIA, is holding a competition for sketches of mural designs. Regional, historical subjects are favored. Three hundred and fifty dollars is offered for accepted sketches; if funds are awarded for the completion of the project, artists will be selected from those competing. For details, write Otto Case, Secretary, State Capitol Committee, P. O. Box 11, Olympia, Wash.

### APPOINTMENTS

NATHANIEL OWINGS of the architectural firm of Skidmore, Owings & Merrill has been appointed Chairman of the Chicago Planning Commission for the next four-year term.

ARCHITECT RAPHAEL HUME will serve as consultant in the rebuilding of the University of Nymegen in Holland which will serve as a permanent memorial to the European dead of the American 82nd Airborne Division.

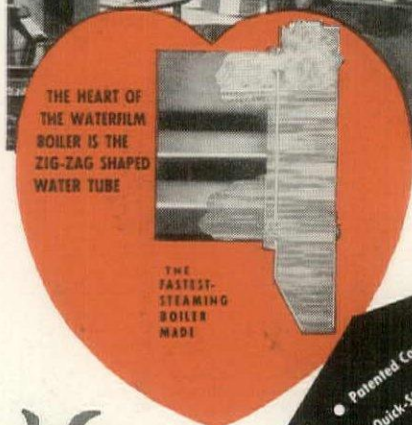
HARRIE LINDBERG A.I.A. and JAMES KELLUM SMITH F.A.I.A. have been elected to the National Institute of Arts and Letters.

HANS PETER NELSON, designer, is now Director of Architecture and Design at The Midwestern Technical Institute, 431 S. Wabash Ave., Chicago, Ill.

JAMES COLTON is now associated with the firm, Adelson & Colton, architects and engineers, at 116-55 Queens Blvd., Forest Hills, N. Y.

THOMAS BRADEN has been elected Secretary of the Museum of Modern Art, New York City. Mr. Braden was formerly in the English Department of Dartmouth University.

WILLIAM FERRARI, architect, has been named a member of the faculty of the newly-formed California School of Design, Los Angeles. Other members of the (Continued on page 8)



**Koven**

## WATERFILM BOILERS

- Patented Construction
- Quick-Steaming
- Reduces Accumulation of Soot
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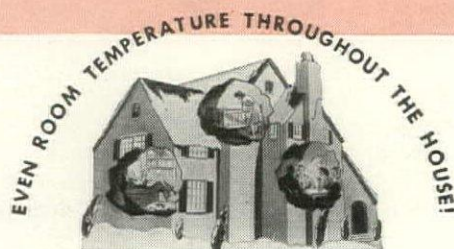
### FOR ECONOMICAL, QUICK HEAT

Leading architects and builders specifically recommend KOVEN WATERFILM BOILERS for quick heat, even room temperature and an abundant supply of domestic hot water at all times.

Trimly designed in modern jackets, there are models and sizes for small homes, apartment houses and large industrial plants. For these larger installations, the Sectional Boiler can be taken through a 2-ft. door, assembled without expensive alteration or rigging costs, and is easily enlarged by adding sections.

500-17,850 E. D. R.

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Also Ridgefield, N. J. and Palo Alto, Calif.

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# Better Homes

READ BY MORE THAN 3,000,000 FAMILIES  
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## and Gardens



### Who Are Your Best Clients?

People who appreciate your best ideas about houses. People whose big interest lies in a home, and who are ready to put a good bit of money into it. People who have the money to spend. That happens to be a picture of the people for whom Better Homes & Gardens is written, cover

to cover, ads and all. Here's a sample of the way we pre-sell them on the sort of thing you want them to accept in the April issue: House With an Extra Room (family room); Built-Ins, More Time for Living (house that actually keeps housework to a minimum).

These April advertisers have found BH&G a top medium for sales:

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ABC Washer  
Admiral Refrigerator  
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CP Gas Ranges  
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Crasley Home Freezer  
Dexter Washer  
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Electromaster Range  
Florence Range  
GE Dishwasher  
GE Refrigerator  
Hoover Vacuum  
Horton Ironer  
Hotpoint Disposall  
Lake State Dishwasher  
Magic Chef Range  
Maytag Washer  
Norge Refrigerator  
Perfection Range  
Premier Vacuum  
Servel Refrigerator  
Simplex Ironer  
Thor Gladiron  
Tyler Harderfreez  
Universal Electric Range  
Universal Gas Range  
Voss Washer  
Young Washer

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Faries Bathroom Cabinets  
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LOF Glass  
Lumite Screening  
Page Fence  
Pyrene Fire Extinguisher  
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#### HEATING & AIR CONDITIONING (Cont'd)

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Crane  
General Electric  
Iron Fireman  
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#### INSULATION

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#### LUMBER & MILLWORK

Alcoa Windows  
American Central Kitchens  
Andersen Windows  
Arkansas Soft Pine

#### LUMBER & MILLWORK (Cont'd)

Crawford Garage Doors  
Curtis Woodwork  
Fenestra Steel Casements  
Natl. Oak Flr. Mfgs. Assn.  
New Castle Modernfold Doors  
Pella Rolescreens  
Red Cedar Shingle Bureau  
Sto-a-way Storm/Screens  
West Coast Woods  
Western Pines  
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Kemtone  
Kyanize  
Luminall  
Medusa  
Minwax  
NuEnamel  
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Sherwin-Williams

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Crane Fixtures  
Deming Water Systems  
Duo Therm Hot Water  
Eljer Fixtures  
Frigidaire Hot Water  
GE Hot Water  
Hotpoint Hot Water  
Orangeburg Pipe  
Permutit Water Conditioner  
Rheem Hot Water  
Roto-Rooter  
Servisoft Water Conditioner  
Sherman Fixtures  
Smithway Hot Water  
Toastermaster Hot Water

#### WALL COVERING

Imperial Wallpaper  
Pantatote Lifewall  
Trimz Ready-Pasted Wallpaper  
United Wallpaper  
Wall-Tex Decorative Wall Canvas

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Armstrong Linoleum  
Barre Guild Monuments  
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Wright Rubber Tile

CIRCULATION OVER 3,000,000

*America's First Service Magazine*



# Through every season...

COMFORTABLE TEMPERATURES!

JUST-RIGHT HUMIDITY!

FREEDOM FROM DUST!



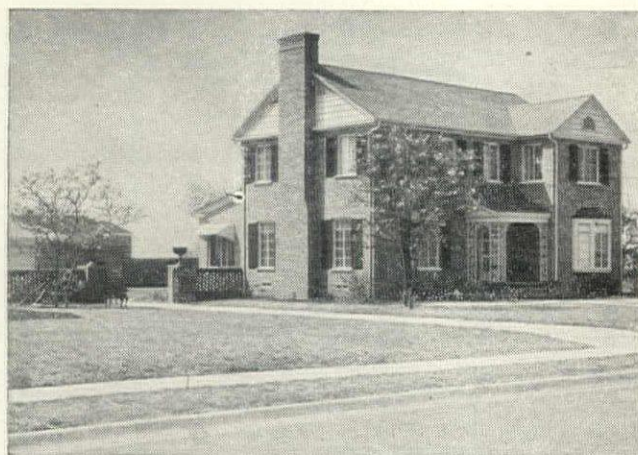
KANSAS—Edwin G. Bradley of Wichita enjoys a perfect indoor climate every season of the year—thanks to his Servel All-Year Gas Air Conditioner.



CALIFORNIA—Mrs. Gordon R. Howard of 225 South Valley St., Burbank, says, "Our Servel has created ideally comfortable and healthful living conditions for our two small children and ourselves."



## Give your new homes twelve-month comfort with Servel *All-Year* Gas Air Conditioning



**TEXAS**—The home of builder John W. Taylor, 4329 McFarlin Boulevard, Dallas, is kept comfortably cool all summer, cozily warm all winter by Servel *All-Year* Gas Air Conditioning system.



**OKLAHOMA**—"Our entire family praises our Servel *All-Year* Gas Air Conditioner, and we are always proud to have visitors come in," writes Mr. G. W. Athey, of 1106 W. York Street, Enid.

**Y**OU GIVE your clients a real plus in modern home construction when you plan your new homes around Servel *All-Year* Gas Air Conditioning. For this wonderfully efficient year-round conditioner offers the peak in indoor climate control . . . every season of the year.

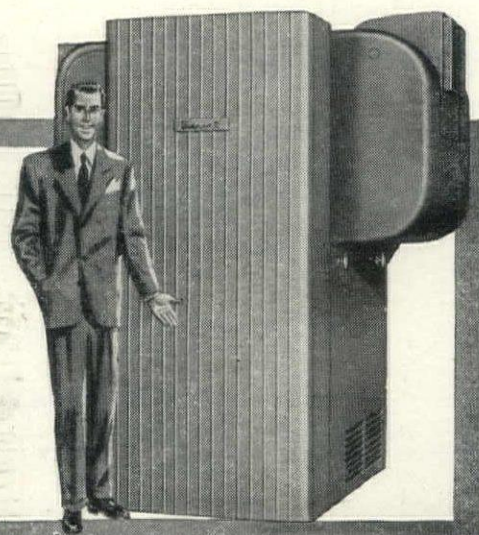
In summer, the Servel *All-Year* Gas Air Conditioner refrigerates the air, removes sticky, wilting humidity. In winter, this same unit floods the home with warmth, adds just the right amount of moisture for comfort. In between seasons, Servel circulates air without drafts or "layers" of hot and cold air. Year round, Servel filters out

dust, dirt, and irritating pollen. A flick of the finger controls all operations, through every season.

Owners everywhere praise Servel air conditioning. Many say it's the finest feature a new home can offer. Shown on these two pages are a few of the many hundreds of installations now operating successfully from coast to coast. So you can be sure you're on safe ground when you recommend Servel *All-Year* Gas Air Conditioning.

Ask your local Gas Company for detailed information about specific types of applications. Or write direct to Servel, Inc., 2804 Morton Avenue, Evansville 20, Indiana.

**Servel**  
*All-Year* GAS AIR CONDITIONER





## ANNOUNCEMENTS



**More New York  
Apartments with  
**REAL**  
Radiant Heating by Crittall**

47 East 87th Street, New York City.  
Leonard Schultze & Associates, Architects.  
Slocum & Fuller, Consulting Engineers.  
1211 Madison Avenue Corporation, a  
subsidiary of City Investing Company,  
Owners. Radiant Heating by J. L. Murphy,  
Inc., with technical advice and supervision  
by Richard Crittall Radiant Heating, Inc.

Crittall radiant heating provides gentle, spring-like warmth for the tenants . . . plus low operating cost for the owners . . . in another New York apartment building. Real radiant heating, from concealed, embedded coils that are properly located, dimensioned, operated, and controlled, warms rooms, contents, and occupants without creating stuffy, overheated air at any point. It takes the highest technical skill and experience to design and install a radiant heating system for maximum comfort and healthfulness at lowest initial and operating cost.

Through your architect and consulting engineer you can benefit by Crittall's 40 years of world-wide experience in the design and installation of radiant heating systems.

### Advantages of Crittall Radiant Heating

- |                              |   |
|------------------------------|---|
| 1. More Healthful Comfort    | 7. Coils Are Concealed                                  |
| 2. Low Fuel Cost             | 8. Coils Can Cool in Summer                             |
| 3. No Cold Floor Drafts      | 9. Costs are Competitive with Other First-Class Systems |
| 4. No Overheated Air         |   |
| 5. No Radiators or Registers |   |
| 6. No "Radiator Smudge"      |   |

### "Packaged Sun-Warmth"

Crittall offers immediate shipment of Medrae electrical radiant heating panels for auxiliary heating. Size 24" x 36". Rated at 600 watts. Approved by Underwriter's Laboratories. Easy to install. Just plug in.

### Consult with CRITTALL

You are invited to consult with Crittall about heating problems. Our full cooperation and long experience are yours for the asking.

## RICHARD CRITTALL

**Radiant Heating, Inc.**

665 FIFTH AVE., NEW YORK 22, N. Y.—PLaza 9-3316

**Richard Crittall Radiant Heating (Canada), Ltd.**

215 St. James St. West, Montreal — Lancaster 9171

staff include: Max Band, Edgardo Simone, Leslie Thomas, Arthur Millier, Bernard Rosenthal and Florence Salzman.

### NEW OFFICES

CONRAD ARNOLD A.I.A. has opened an office of general practice at 15 Cayuga St., Seneca Falls, N. Y. while still retaining an office for consultation at 101 Park Ave., New York City.

JOSEPH STEIN announces the opening of his architectural office at 110 Grand St., Waterbury, Conn.

T. RAYMOND TURNER AND ALLEN NORTHINGTON have formed an association to practice architecture at 317 Medical Arts Bldg., Florence, Ala.

JOHN HIRSCH R.A. has opened an architectural studio at 415 VanNest Ave., Trenton, N. J.

KARL BLOMBERG A.I.A. is now in private practice at 16 Court St., Brooklyn 2, N. Y.

UEL RAMEY, HAROLD HIMES AND ROBERT BUCHNER have formed a partnership for the practice of architecture with offices at 519 S. Broadway, Wichita, Kan.

GRISWOLD RAETZE AND FREDERICK KLINE, architects, announce the opening of offices at 10621 Santa Monica Blvd., Los Angeles 25, Calif.

ROBERT DICKERSON RA is now in independent practice at 2063 E. Fourth St., Cleveland 15, Ohio.


WILLIAM GREEN and BERNARD FRIEDMAN have opened architectural offices at 204 N. Meyer St., Tucson, Ariz.

JACK LEVY, consulting engineer, has opened an office for the design of air conditioning and other mechanical building equipment at 151 Lexington Ave., New York 16, N. Y.

GEORGE SHEWAN, industrial designer, announces the opening of his office at Ajax, Ontario, Canada.

NORMAN KELLER A.I.A. is now in private practice at 925-24th St., Moline, Ill.

(Continued on page 88)



**Chromtrim**

The answer  
to More than  
**90%**  
of all building  
needs for  
**METAL MOULDINGS**



Chromtrim has evolved 34 basic profiles and is mass-producing them at lowered cost for economy-minded builders.

Durable, dimensionally accurate — easy to cut and install, delivered with all necessary nails, Chromtrim shapes are expertly designed to fill the highest professional building standards.

The 34 basic Chromtrim profiles are illustrated in Sweets Catalog (13J/3)

Write for complete catalog sheet with full dimensions.

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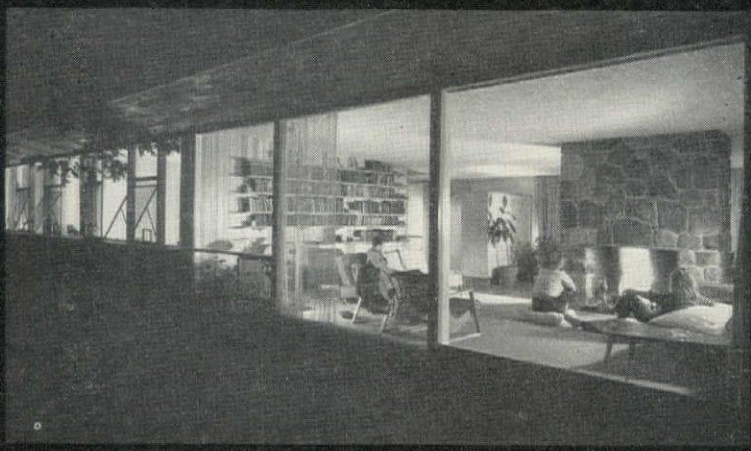
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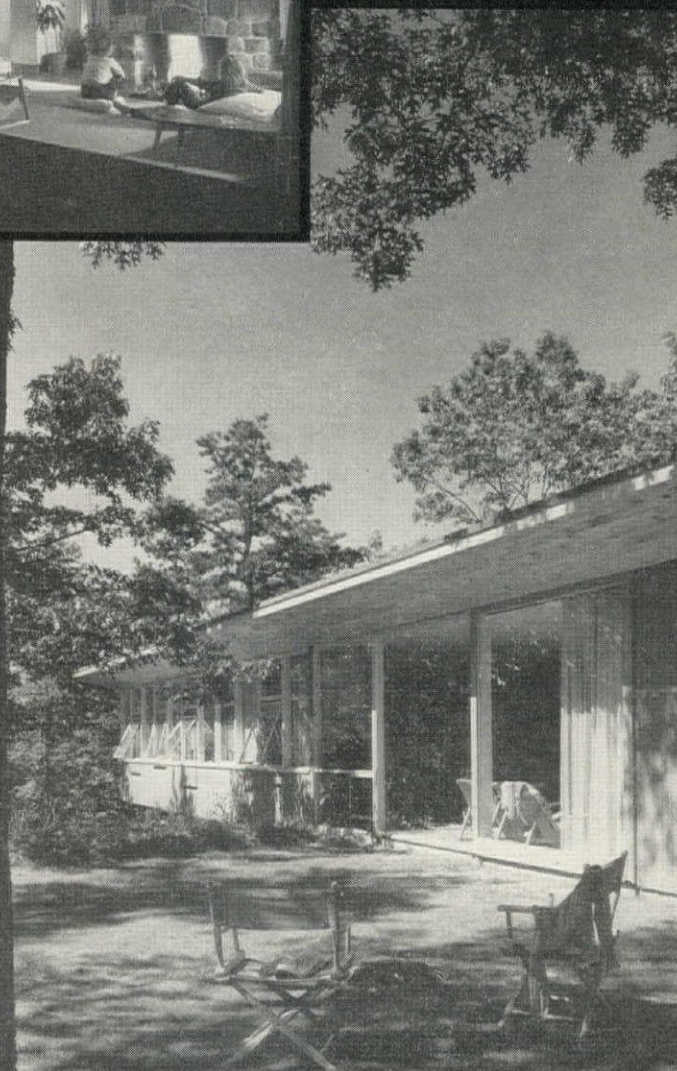
*The Name* **HOPE'S** *Guarantees*  
**1818 WINDOWS 1948**



*Residence of Architect  
Hugh Stubbins, Jr.,  
Lexington, Mass.*

IN this house, HOPE'S STEEL WINDOWS help accomplish the purpose of merging indoor and outdoor living in summer . . . and by their trustworthy weather-tightness, giving full protection in winter.

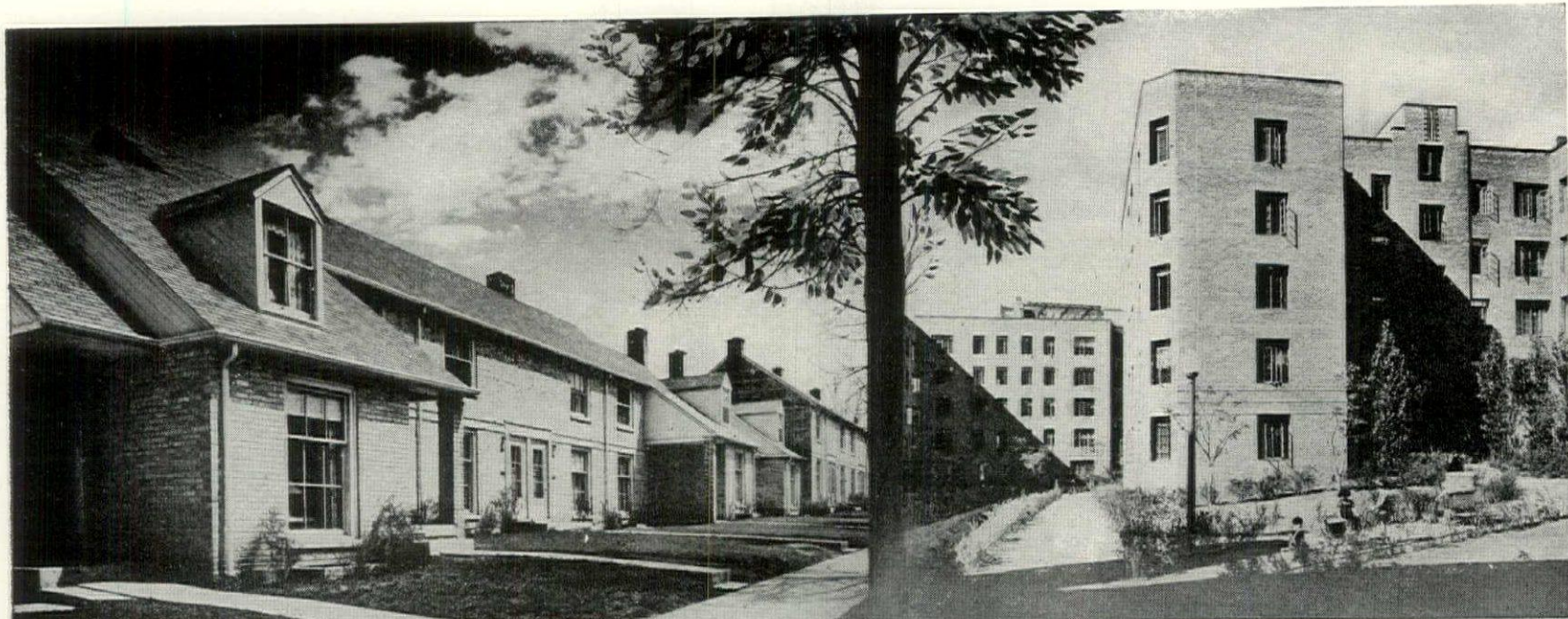
The versatility of Hope's Windows helps the architect reach the best solution of the problem of fenestration in any type of building. Their practical advantages, structural strength and rigidity, durability and dependable operation, give the greatest assurance of success in the use of large glass areas.



**HOPE'S WINDOWS, INC., Jamestown, N. Y.**

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS





## Rising to house a nation in Brick and Tile

As you help fill the nation's need for housing, your preference for brick and structural clay facing tile will be rewarded. Your professional reputation and your clients' investment are protected by reasonable first cost . . . lower maintenance and repair charges . . . higher resale value . . . permanent good looks . . . great structural strength . . . maximum fire safety . . . and the ability to resist abuse. To aid your application of the economies and efficiencies of modular coordination, we offer two new basic handbooks: "Brick Engineering", and "Tile Engineering" at \$2.50 each, postpaid. Send your order to Desk AF-4, Structural Clay Products Institute, 1756 K Street, N. W., Washington 6, D. C.

**SCPI**  
STRUCTURAL CLAY PRODUCTS INSTITUTE  
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# Here's an unbeatable combination-



Those houses that use the unbeatable combination of an automatic stoker and the plentiful cheaper sizes of smokeless hard coal don't have to worry about the threat of turning down their thermostats to chilly levels.

Stoker heating is the lowest cost automatic heat with savings up to 50% over other fuels. It's convenient because it feeds from the bin, controls temperature and ash removal automatically. Then too, a full winter's supply of hard coal can be stored in the summer which eliminates the necessity of depending on weather hindered winter deliveries.

Anthracite Institute  
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101 Park Avenue  
New York 17, New York

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## ANTHRACITE INSTITUTE

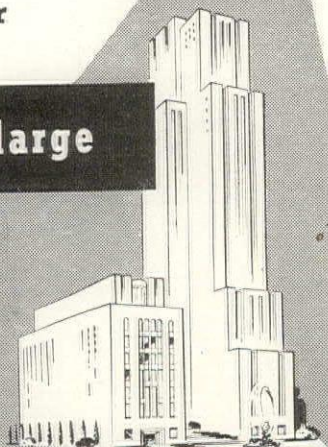
101 Park Avenue • New York 17, New York



## ANNOUNCEMENTS

no matter

how large



the installation

or small

### THERE IS A DUNHAM SYSTEM TO TAKE CARE OF IT—DUNHAM PRODUCTS TO MAINTAIN IT!

Dunham Baseboard Convectors are easily installed, take no more space than the baseboard. The piping is on the inside of the baseboard spreading the heat along the inside of the outside walls. Every room, every corner; even the floors in houses built without basements, are assured of comfortable temperatures. Finned radiation concealed behind the attractive baseboard with concealed louvers, is engineered to keep walls clean and decorating costs to a minimum. The Dunham Baseboard method of heating provides a blanket of warmth for the home using either hot water or steam. Bulletin 639I with complete details will be sent on request—C. A. Dunham Co., 400 W. Madison St., Chicago 6, Ill.

The Dunham Differential Vacuum Heating System has the important advantage of *sure immediate* and *automatic* control of room temperature under all weather conditions including sudden and extreme changes. This system, circulating sub-atmospheric steam, has established both tenant satisfaction and reduced heating and maintenance costs in hospitals, hotels, large apartment projects, office and industrial buildings. Fuel savings from 33% and more are commonplace. Write for Bulletin 631I and get the complete story on satisfactory, trouble-free Differential Heating—C. A. Dunham Company, 400 W. Madison Street, Chicago 6, Ill.

DUNHAM PRODUCTS ENGINEERED TO GIVE EFFICIENT, LOW MAINTENANCE PERFORMANCE.  
BASEBOARD CONVECTORS • CONVECTORS • FLOAT & THERMOSTATIC TRAPS • HIGH-PRESSURE STEAM TRAPS • HEATING & VENTILATING UNIT ONE TUBE HEATING ELEMENT • PUMPS • PACKLESS RADIATOR VALVES  
THERMOSTATIC RADIATOR TRAPS • UNIT HEATERS  
DIFFERENTIAL VACUUM STEAM HEATING SYSTEMS

**DUNHAM**  
HEATING MEANS  
BETTER HEATING

ELMER MANSON, architect, has opened an office for general practice at 410 W. Saginaw, Lansing 15, Mich.

BEN ROSE, store and interior designer, announces the opening of Ben Rose Associates at 1674 Broadway, New York 19, N. Y. THREE DIMENSION STUDIOS, makers of architectural, terrain and industrial models, are located in Old Greenwich, Conn.

### CHANGES OF ADDRESS

A. STEWART WALKER and ALFRED EASTON POOR announce the removal of their offices to 542 Fifth Ave., New York 19, N. Y., while still retaining a branch office at 665 Fifth Ave.

F. WALLACE DIXON A.I.A. has moved to 1200 18th St., NW, Washington 6, D. C.

LATHROP DOUGLASS, architect, is now located at 518 Fifth Ave., New York, N. Y.

WILSON, MORRIS & CRAIN, A.I.A. announce that their new address is 3330 Graustark, Houston 6, Texas.

DIANA and CARLETON GRANBERY have moved their architectural offices to 110 Whitney Ave., New Haven, Conn.

GILBERT SWEM and PHILIP GOLDEN, Food Service Consultants, are now located in offices at 901 NE Second Ave., Miami, Fla.

B. T. HARRIS CORP., real estate firm, is now at 159 Main St., Stamford, Conn.

THE BALLINGER CO., architects and engineers, have moved their offices to 121 N. Broad St., Philadelphia 7, Pa.

KELLY FINCH & STAFF, industrial and interior designers, are now located at 931 N. La Cienega Blvd., Los Angeles 46, Calif.

### OMISSION

Credit was not given to Vermilya-Brown, New York City contractors, for construction of the Macy Jamaica store, published in the February issue of The FORUM (page 100-4.)



### SECURITY for Ward A . . .

. . . security for the patients in knowing that the mere pressing of a button will call the nurse when they need her . . . security for the nurse in knowing that a Couch signaling system is on the job.

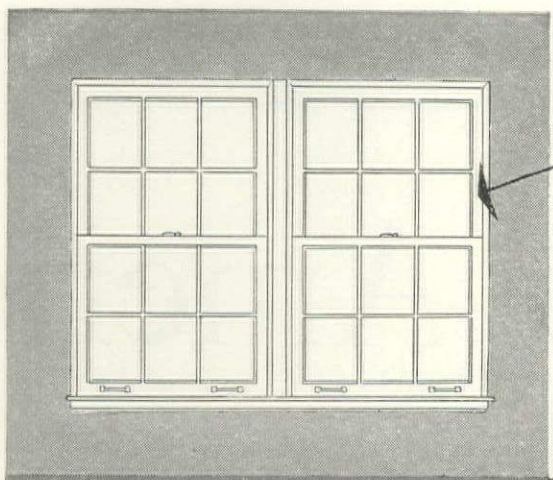
Regardless of your hospital's size and requirements, there's a Couch signaling system designed for your needs and engineered for 'round-the-clock service with minimum maintenance . . . Nurses' Call . . . Doctors' Paging . . . Doctors' In and Out . . . Fire Alarm . . . Private Telephone . . . Return Call Systems.

See us in Sweet's or write for illustrated catalog.

**S. H. COUCH COMPANY, INC.**  
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PRIVATE TELEPHONES for HOME and OFFICE . . . HOSPITAL SIGNALING SYSTEMS . . .  
APARTMENT HOUSE TELEPHONES and MAILBOXES . . . FIRE ALARM SYSTEMS for INDUSTRIAL  
PLANTS and PUBLIC BUILDINGS.





Like all Ponderosa Pine windows, the double hung types shown above are precision manufactured. Modern mass production methods assure accuracy of fit—smooth operation—enduring satisfaction. See "Today's Idea House" for illustrations of the many Ponderosa Pine window types and designs.

## THE VIEW NEED NOT WRECK THE BUDGET

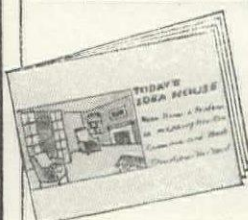
Of course it's desirable to have plenty of windows—large glass areas—in today's smaller homes! But will the building budget stand it? One thing is certain—you can provide more light, more ventilation, more "view"—at moderate cost—by using stock-design Ponderosa Pine windows.

Ponderosa Pine stock windows are made in a wide variety of types . . . double hung, fixed sash or casement . . . in many layouts—including modular standard sizes—and can be obtained preservative-treated to assure long life. In using them, you'll be giving the owner *superior* value. For Ponderosa Pine has natural insulating qualities—sands to a satin smoothness—holds nails or screws firmly—takes any kind of finish readily.

In "Today's Idea House"—our 32-page booklet—you'll find page after page of photographs showing how Ponderosa Pine windows and doors can make today's houses truly modern—with economy. A copy is yours for the asking—just mail the coupon.



*For Friendly Living..*  
**Ponderosa Pine**  
**WOODWORK**



Ponderosa Pine Woodwork  
Dept. RAF-4, 38 So. Dearborn St.  
Chicago 3, Illinois

Please send me a free copy of "Today's Idea House." (Please Print.)

Name .....

Address .....

City ..... Zone ..... State .....



# THE LUSTRON HOME

## ... the house America

A PROGRESS REPORT BY CARL G. STRANDLUND, PRESIDENT, LUSTRON CORPORATION



CARL G. STRANDLUND  
Builder

The Lustron Home is built in a factory by the same mass-production, unit-assembly and precision methods that have made the motor car the greatest industrial achievement and economic benefit of the century.

It is assembled on the site by a local builder-dealer with local labor.

It will bring American families what we call "a new standard for living." I also like to call it "a home of cheerful convenience" because it is so much easier to live in, to keep clean.

### Plant Being Equipped

As with television, there was a lot of talk about low-cost, mass-produced homes before they became a reality, but now, in the Lustron Home, they are really on their way.

The production lines are now shaping up in our plant at Columbus, Ohio, which we acquired on November 1 of last year.

The plant has more than a million square feet of floor space and will permit the production of 40,000 homes annually, when we get rolling.

Our organization of skilled engineers and technicians is rapidly being completed, and after three years of experimentation and struggle, we are now really "a going concern."

It is my pleasure to announce America's first truly volume-produced home will be exhibited throughout the country this spring, and we will be prepared to deliver these homes starting in July.

We have started our Lustron School where all factory supervisors and builder-dealers will receive thorough training in the special techniques required.

Arrangements have been completed for the negotiation of mortgage loans by individual buyers with a minimum of confusion, paper work and red tape.

### Basic Principles

Two things especially I want to make clear:

1. The Lustron Home is not to be confused in any way with prefabricated houses as they have

been known in the past. It offers basic advantages, modern conveniences and permanence not to be found in any other house at any price.

2. While we will help relieve the housing situation, this is not an "emergency" or "stopgap" project but is planned on the long-range basis of complete customer pride and satisfaction and as a new contribution to the art of living.

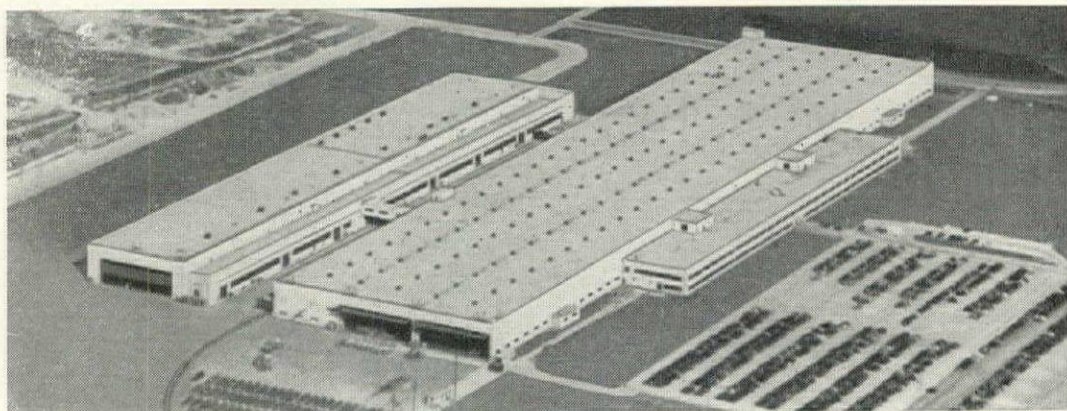
As soon as the Lustron Home is put on display I hope you will visit it and really get the feel of it.

For more information about the Lustron Home and the new ideas in construction and structural materials which it pioneers, just write us. We will gladly send you full details.

*C. G. Strandlund*

CARL G. STRANDLUND, President,  
LUSTRON CORPORATION

4200 EAST FIFTH AVE., COLUMBUS, OHIO



Giant plant in Columbus, Ohio, acquired November 1, 1947, now being equipped for full-scale production of Lustron Homes, starting in July.



# has been waiting for



## THE LUSTRON HOME—A NEW STANDARD FOR LIVING

**Size**—5 commodious rooms, plus large utility room—total of more than 1,000 square feet.

**Design**—Follows growing trend toward conservatively modern, ranch-type architecture. Choice of colors for exterior and interior, all in non-glossy, semi-matte finish, porcelain enameled steel.

**Permanence**—Fireproof, decay-proof, rustproof, termite-proof, verminproof, ratproof. Sunlight, salt water or chemical fumes cannot stain or fade finish.

**Maintenance**—Can be kept clean with damp cloth. Never needs repainting, redecorating or reroofing.

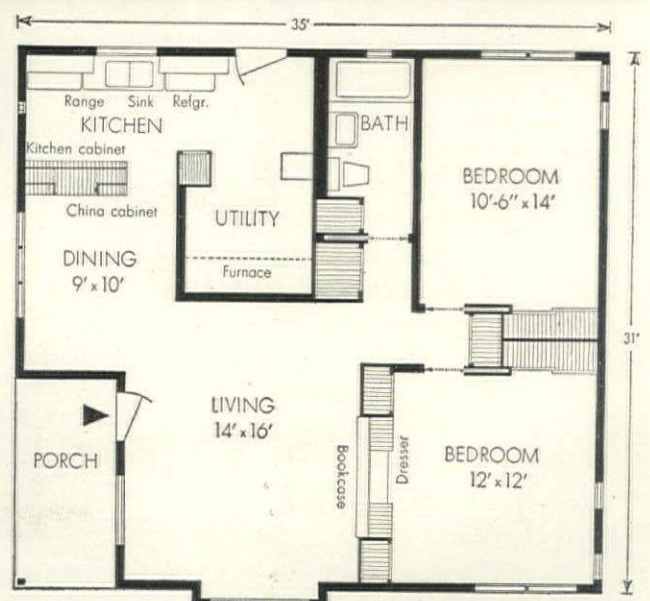
**Heating**—Most modern type of radiant heating from ceiling. Automatic oil burner in utility

room. Eliminates air currents that carry dust through house. Proved in two years of severe Chicago winters.

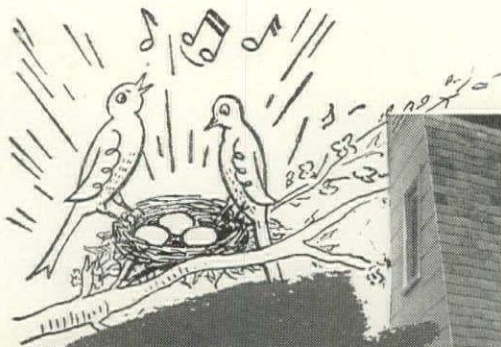
**Erection**—The Lustron Home will be shipped f.o.b. Columbus to builder-dealer. It can be erected on the site in three days, from completion of concrete foundation to putting key in front door.

**Price**—To be announced. Estimated to be \$3,000 to \$5,000 less than cost of building conventional house of same size, but has features that cannot be obtained in any other house at any price.

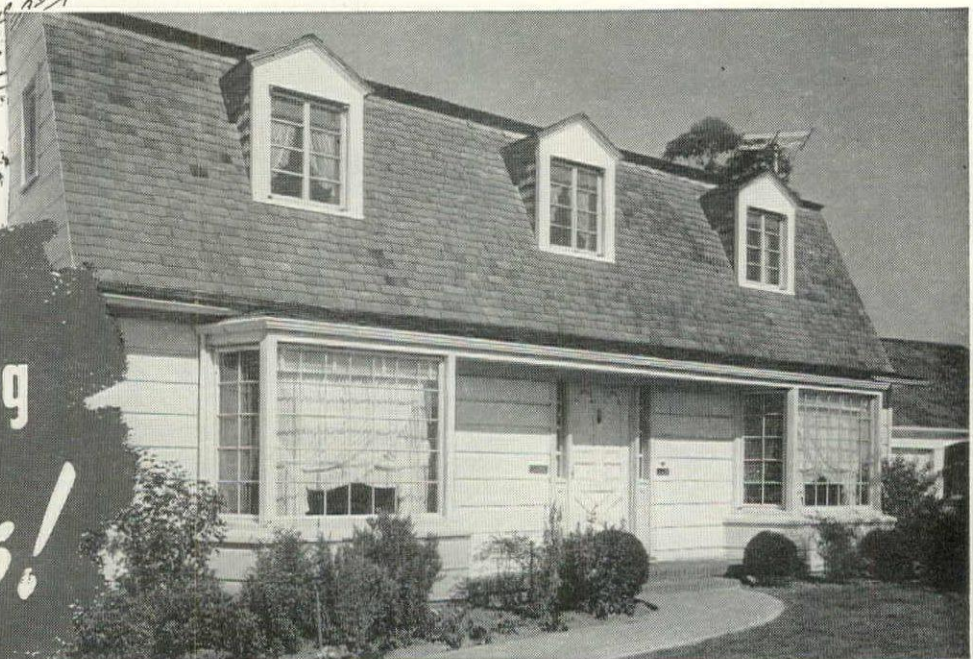
Write for free illustrated booklet. It shows details of the built-in features and equipment, closet space, lighting, and the many other fascinating features.







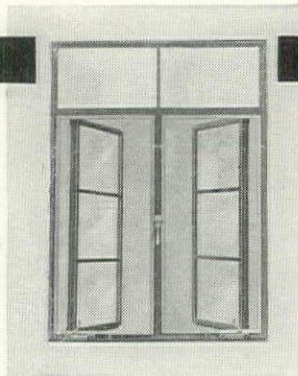
## Cut Spring Homebuilding Costs *3 Ways!*



• Springtime is building time and for the budget-minded builder Ceko offers 3 ways to cut costs of new or remodeled homes. Consider the money-saving building suggestions below and call on Ceko for full details.

### STEEL CASEMENTS

• Cut installation costs 80% because there are no hidden costs to overlook such as hardware, prime coat, accessories, planning or fitting. No need for repair.



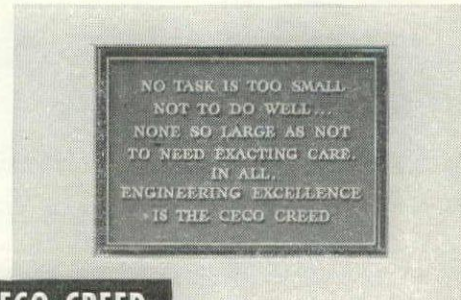
### METAL SCREENS

• Factory finished, on-the-job painting unnecessary. Precision made, ready to install without fitting or trimming. Standard types for every purpose.



### BASEMENT WINDOWS

• Standard sizes ready to install and easy to do, too. No fitting, trimming or painting necessary. Cannot rot and need no repair.



### THE CECO CREED

• Here is your guarantee of Engineering Excellence in Ceko products. Call on Ceko's 23 offices for help in reducing building costs.



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Offices, Branches and Fabricating Plants from Coast to Coast

*In construction products* **CECO ENGINEERING** *makes the big difference*



The Architectural

# FORUM

Magazine of Building

**T**here have been 12 other special house issues of The FORUM, which—any hotel architect knows—makes this one number 14. The numerical gap has further significance in that this collection is amazingly different from the last group The FORUM printed, in April, 1941. The time since then has been comparatively short, only long enough for a war, but somehow during these seven years the suburban house has changed immensely. Our collections of houses up through number twelve were always occasion for hopeful, pleased editorial observation, which each time could point out that the houses showed consistent improvement, in a gradual evolution toward a modern home. But in each group a majority still fell within the limits of the French-Dutch-English-Spanish-Puritan-Confederate-Swiss-Chalet American Home. An increasing number of good modern houses were being built and immediately published, but they were always exceptional in the eyes of Americans—nice houses to motor out and look at on a Sunday afternoon, but hardly places to live in. But in this collection, we have something different. The limits are gone. These 40 houses are not isolated examples, but are a representative section of the good houses being built today, a documentation of the fact that house architecture is not only changing—(the hopeful wording of other House Issue introductions)—but *has changed*.

These houses are smaller, not only because of present inflated building costs, but because of the nation's continuing change in social character. What is sought in even the most minimal is not mere practicality, but smallness with a new servantless luxury, and planning is

## 40 HOUSES

the first method toward this. Space is shared between functions; furniture is cagily built into dead areas; above all, even larger areas of glass are used to extend rooms onto courts and gardens, in all climates. Cellars are eliminated (31 of these homes have none; only one is fully excavated). Partitions are used lightly, as shields rather than breaks in the flow of space. Design devices that facilitate housekeeping have a new higher value. For the first time in a group of this size advanced ideas are really frankly expressed, not hidden behind half-timber.

We think this is very important, this mass progress and acceptance of modern design—this quantitative as well as qualitative progress. People must be realizing that modern design in houses is not some oddly stimulating drug, but a valuable tonic.

For detailed information on the 40 houses, we refer you to the table on the following page, whose listings document the distance in design the American House has come with such recent speed. And for an indication of where the house is going from here, we refer you back to the September 1947 issue, *Seven Postwar Houses*, a prophecy of the direction we expect our next house issue to be traveling.



No.	Location	Architect or Designer	Levels	Basement	Garage	No. of Rooms	Bed Rooms	Baths*	Dining Room	Breakfast Room	Laundry	Other Rooms	Heating	Area** sq. ft.	Cost	Year	Cost p. sq. ft. No.
1	GROTON, CONN.	R. V. HALL	1			5	2	1	Open			Play R.	Radiant	1030		1942	1
2	DENTON, TEXAS	JASON MOORE	1		carport	7	3	2	Alcove		1/2	Study	Warm Air	2005	\$18,000	1947	\$ 8.98 2
3	MADISON, WIS.	WILLIAM KAESER	1	partial	attached	5	3	1		✓			Warm Air	1336	15,750	1947	11.79 3
4	GOLDEN, COLO.	VICTOR HORNBEIN	1			4 1/2	2	1	Alcove				Warm Air	871	11,600	1947	13.32 4
5	DENVER, COLO.	EDWARD HAWKINS	Split	partial	attached	4 1/2	2	1	Alcove				Warm Air	1234		1945	5
6	BROOKVILLE, N. Y.	FURNO & HARRISON	1		detached	8	2	1 1/2	Open	✓	✓	Study	Radiant	1992	30,000	1947	15.06 6
7	CARMEL VALLEY, CALIF.	ROBERT JONES	2		attached	7	3	2	✓		✓	Tool Shed, Storage	Warm Air	2186	20,728	1946	9.55 7
8	CHAPPAQUA, N. Y.	JOSEPH WEISS	1	partial	attached	8	4	3	✓		1/2	Enc. Porch, Dressing R.	Warm Air	3160	60,000	1947	18.99 8
9	WILTON, CONN.	LOUIS GELDERS	2		attached	9	3	2	Open	✓		Play R., Architect's Offices	Warm Air	3123	32,266	1946	10.33 9
10	TUALITIN, ORE.	VAN EVERA BAILEY	1		attached	11	3	3	Open	✓	✓	Play R., Conservatory	Hot Water	3515	16,000	1941	4.55 10
11	W. LOS ANGELES, CALIF.	GRISWOLD RAETZE	1		attached	7	3	2	Alcove		✓	Study, Work Shop	Warm Air	1854			11
12	SARASOTA, FLA.	RALPH TWITCHELL	1		carport	8 1/2	5	4	Alcove				Warm Air	3005	20,500	1941	6.82 12
13	PASADENA, CALIF.	MELVILLE GARTON	2	partial	attached	11	4	3	Open			Study, Play R., Office	Warm Air	3024			13
14	PORTLAND, ORE.	MORTON CAINE	2		attached	11	3	2 1/2	✓	✓	✓	Study, Play R., Dressing R.	Warm Air	3254			14
15	LOS ANGELES, CALIF.	RICHARD NEUTRA	1		attached	5	2	1		✓			Warm Air	1163	11,500	1943	9.89 15
16	LOUISVILLE, KY.	ROBERT NOLAN	1 1/2		attached	6	3	2	Open				Warm Air	2323	20,800	1947	8.95 16
17	DOBBS FERRY, N. Y.	ROBERT GREEN	1			4	2	1					Radiant	1276		1947	17
18	W. LOS ANGELES, CALIF.	CLIFF MAY	1		attached	13	4	4 1/2	✓		✓	Study, 3 Dressing R's.	Warm Air	4097	25,000	1941	6.10 18
19	MENLO PARK, CALIF.	TIMOTHY PFLUEGER	1		attached	6	3	2	Open				Warm Air	2445	11,500	1941	4.70 19
20	MIAMI, FLA.	IGOR POLEVITZKY	1		carport	5	1	2				Study, Porch, Dressing R.		1230	16,000	1947	13.01 20
21	PACIFIC PALISADES, CALIF.	J. R. DAVIDSON	1		attached	10	3	2 1/2	✓	✓	✓	Study, Dressing R.	Radiant	2530	36,000	1947	14.27 21
22	LONG BEACH, N. Y.	SEYMOUR JOSEPH	1		attached	7	3	2	Alcove		✓		Radiant	1937	30,000	1947	15.49 22
23	LAFAYETTE, CALIF.	SEWALL SMITH	1		carport	10	3	2 1/2	Open			Study, Dark R., Work R.	Radiant	2314		1946	23
24	CARMEL, CAL.	CARL DANIELS	1		attached	4	2	1					Wall Heaters	954	8,700	1946	9.12 24
25	PADUCAH, KY.	G. T. SMITH	1		carport	6	2	2	Open			Study	Radiant	1855	16,000	1946	8.63 25
26	TUCSON, ARIZ.	ARTHUR BROWN	1		carport	6	3	3			✓		Warm Air	1645	27,795	1947	16.83 26
27	N. MIAMI, FLA.	ROBERT LAW WEED	2		carport	8	3	2	Open		✓		Hot Water	2450		1947	27
28	RACINE, WIS.	EDGAR TAFEL	1	partial	carport	5 1/2	2	1	Open		1/2		Warm Air	1545		1947	28
29	W. LOS ANGELES, CALIF.	ROBERT FAXON	1			4	2	1	Alcove				Wall Heaters	561		1946	29
30	LOS ANGELES, CALIF.	FREDERICK KLINE	1		attached	8	2	2	✓		✓	Study, Work R.	Warm Air	2413	8,200	1941	3.39 30
31	N. HOLLYWOOD, CALIF.	KARL VAN LEUVEN	1		carport	10	5	3	✓	✓	✓	Study, Play R.	Warm Air	5666			31
32	ATLANTA, GA.	BURGE & STEVENS	2		carport	7	3	1 1/2	✓				Warm Air	1872	7,795	1942	4.16 32
33	GLENVIEW, ILL.	RALPH HARRIS	1		attached	7	2	1	Open		✓	Study	Warm Air	1667	21,400	1946	12.84 33
34	COLORADO SPRINGS, COLO.	JAN RUHTENBERG	2		attached	7	3	4				Play R., Dressing R.	Warm Air	3328	27,500	1947	8.26 34
35	AUSTIN, TEXAS	FEHR & GRANGER	2	full	attached	10	5	3 1/2	Open		✓	Work R., Study	Warm Air	3481			35
36	SEATTLE, WASH.	PAUL THIRY	2		attached	5	2	1	Open		✓	Play R.	Warm Air	1410	8,000	1941	3.62 36
37	SEATTLE, WASH.	JOHN JACOBSEN	2		attached	8	3	2	Open				Warm Air	2212	7,500	1946	7.58 37
38	CARMEL, CALIF.	JOHN KONIGSHOFER	1	partial	attached	4	2	1					Warm Air	990	22,000	1947	9.24 38
39	CANDLEWOOD LAKE, CONN.	WILLIAM LESCAZE	1	partial	carport	6	3	2	Open			Study, Play R.	Warm Air	2380	15,500	1941	5.88 39
40	CAMP HILL, PA.	JAMES MINICK	2	full	attached	7	2	3	Open				Warm Air	2634			40

\* Lavatories counted as one-half room.

\*\* Unfinished portions figured as one-half area.



# 1. Two bedrooms, bath, a living room, a garage-and-services area, and richness

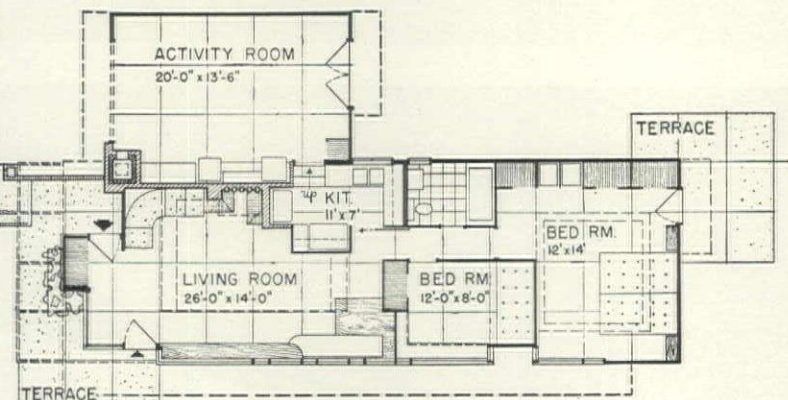
LOCATION: GROTON, CONN.

RAYMOND VINER HALL, Architect

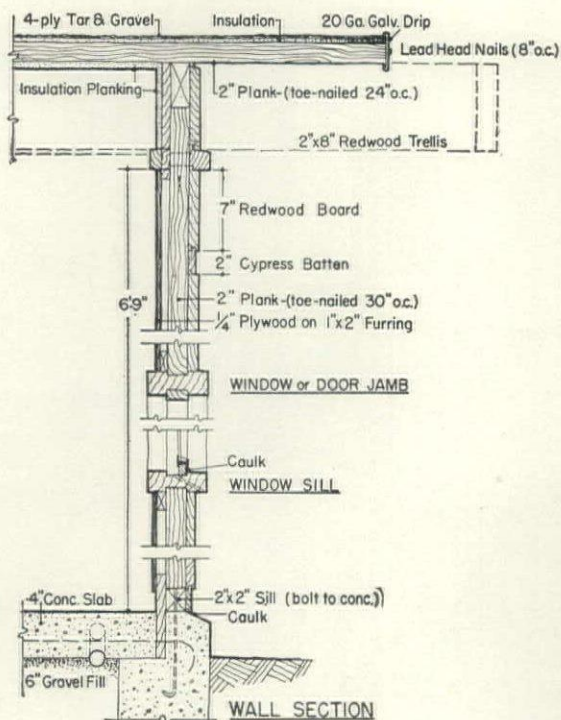
KERR BROTHERS, Builders

This small house is typical of the work of the architect, whose designs are spotted in many sections of the Northeast long miles from his center of operations in a small Pennsylvania town. The plan is as simple as it should be, but small areas of the rooms are not subordinated into stiff simplicity. Large planes of fixed plate glass are used, framed as lightly as practical; long overhangs reach from the building; interiors are plywood; a clerestory gives the living room interest and added dimension. And overall there is a feeling of intended richness, of use of warm materials not only in large unbroken surfaces for effects to be gained by heroic contrast, but deliberate alternation of planes on a smaller scale, and patterning. The fireplace room is not intended to be merely a handsome background for the right kind of furniture. It would be difficult for any tenant to vary its individual character with tenants' varying ways.

CONSTRUCTION OUTLINE: Structure: Exterior walls—cypress and redwood boards; inside—fir plywood, furred. Floors—concrete. Ceilings—Celotex Corp. ROOF—20 yr. built-up, Ruberoid Co. WINDOWS: Sash—steel, Hope's Windows, Inc. Glass—Pittsburgh Plate Glass Co. FLOOR COVERINGS: Main rooms—rugs. Kitchen and bathrooms—asphalt tile, Armstrong Cork Co. DOORS—Paine Lumber Co., Ltd. HARDWARE—Schlage Lock Co. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—radiant floor type, wrought iron coils, A. M. Byers Co. Boiler—York Corp. Valves—Sarco Co., Inc. Thermostat—Minneapolis-Honeywell Regulator Co.



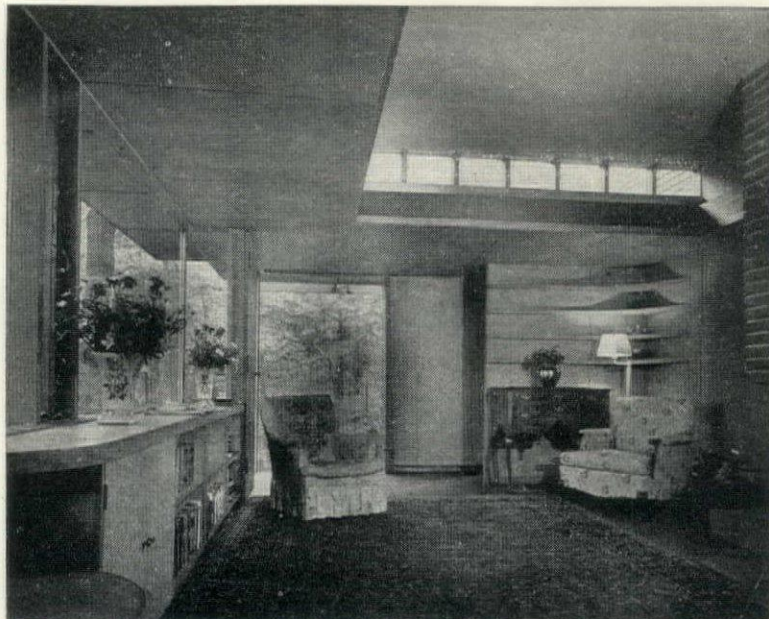
SCALE: 1/16" = 1'-0"



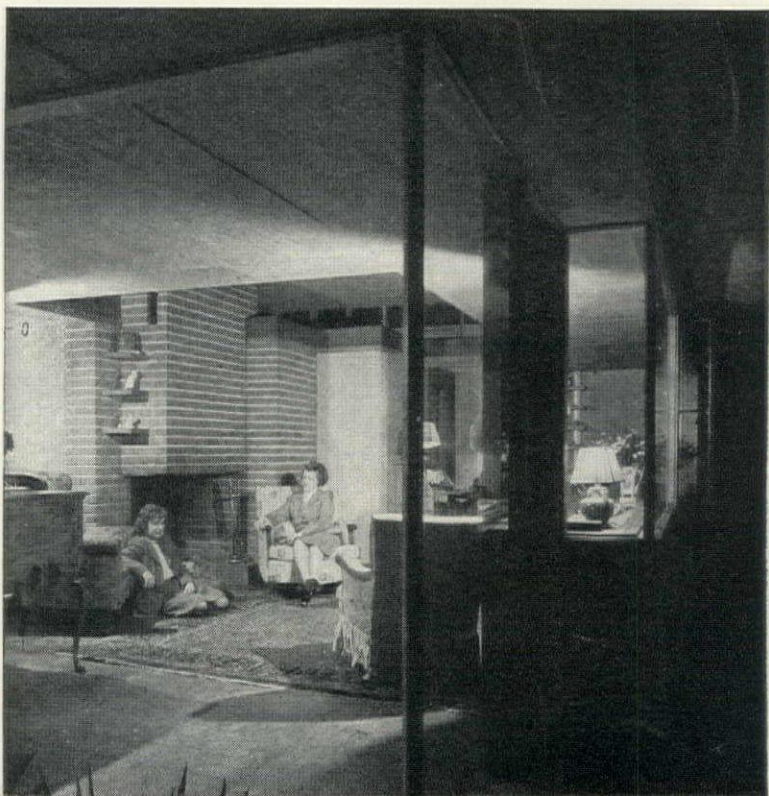
P. A. Dearborn



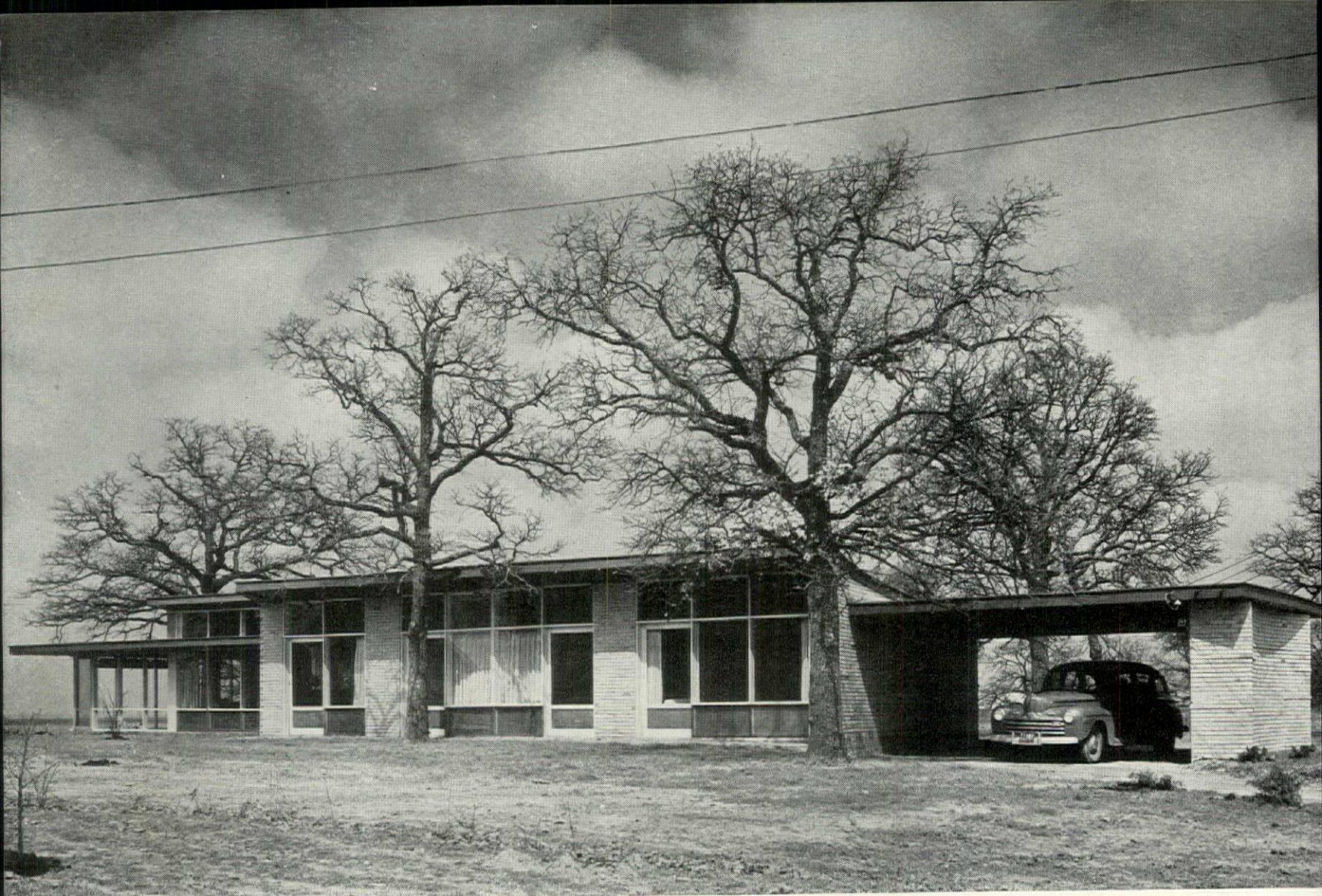
SOUTHEAST CORNER OF LIVING ROOM IS GLAZED FOR SUN AND VIEW



CLERESTORY WINDOWS ADMIT LOFTY LIGHT TO THE LIVING ROOM  
NIGHT VIEW INTO HOUSE; HEATING IS FROM RADIANT SLAB FLOOR

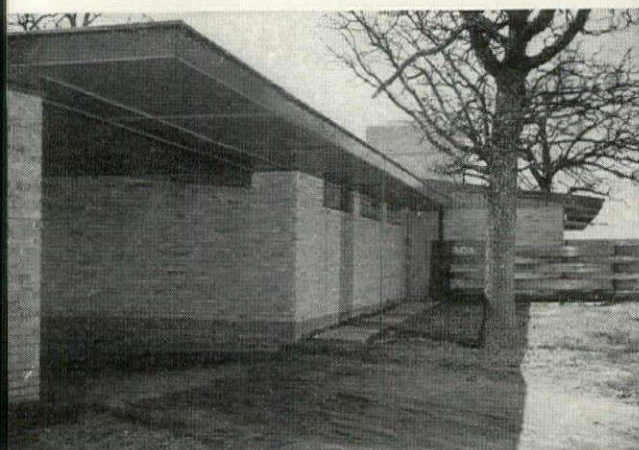






LEFT TO RIGHT ARE THE LIVING ROOM, STUDY,  
THREE BEDROOMS—EACH WITH ITS OWN DOOR

*Ulric Meisel*



VIEW WEST PAST THE OPEN DOUBLE CARPORT

THE LARGE PANES ARE FIXED: TRANSOMS OPEN





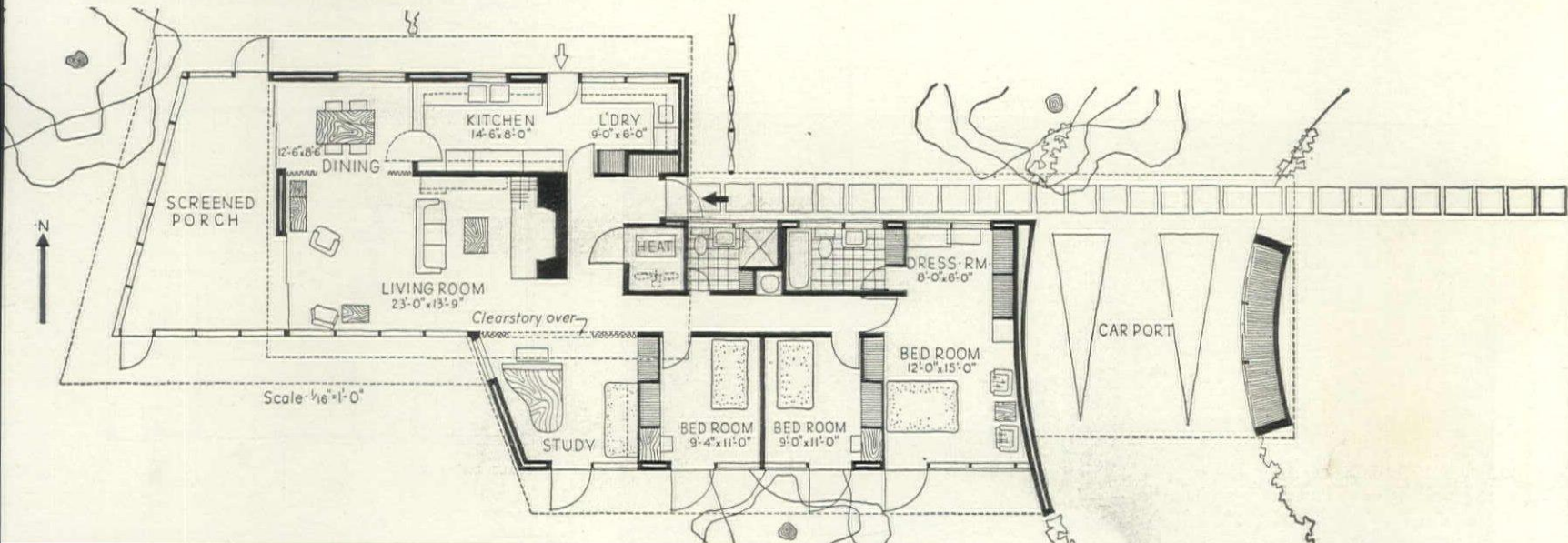
## 2. A new house, well-glassed, shares the plain with some sturdy old trees

Built on a bare Texas site broken only by a few dry trees whose knarled branches provide much character but little shade, this is a house of brick, glass, and many doors. Double batts of insulation nest under the roofs, and the brick is laid in cavity walls, and used bare for interior finish. In the winter the glass will exploit any sun warmth available during the cold northers which strike eastern Texas; in summer, curtains blank the glare. The large panes are not ventilating windows—glass transoms above the frames slide open behind screens, and below the fixed glass plywood vents are hinged to tilt in from the floor. The immediate monotony of the land is broken somewhat by the variation in design of the ends of the house: the porch end is canted, perhaps to save a tree; the brick end of the carport at the other extreme curves to follow the circle of the driveway. All the rooms, except the two baths, have outside doors. 17,600 cu. ft. Cost, \$18,000 in 1947.

LOCATION: DENTON, TEXAS

JASON P. MOORE, Architect

CONSTRUCTION OUTLINE: Structure: Exterior walls—brick cavity, natural finish brick inside, Acme Brick Co. Floors—concrete. Ceiling—Gold Bond insulating board, National Gypsum Co. ROOF—yellow pine and built-up, Johns-Manville. WINDOWS: Sash—steel, Detroit Steel Products Co. Glass—Libbey-Owens-Ford Glass Co. WALL COVERINGS—plywood, U. S. Plywood Corp. PAINTS—Devoe & Reynolds and Sherwin-Williams Co. ELECTRICAL FIXTURES—Swivelier Co., Inc. and Century Lighting, Inc. LAUNDRY EQUIPMENT—Westinghouse Electric Corp. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. HEATING—warm air system, Lennox Furnace Co.



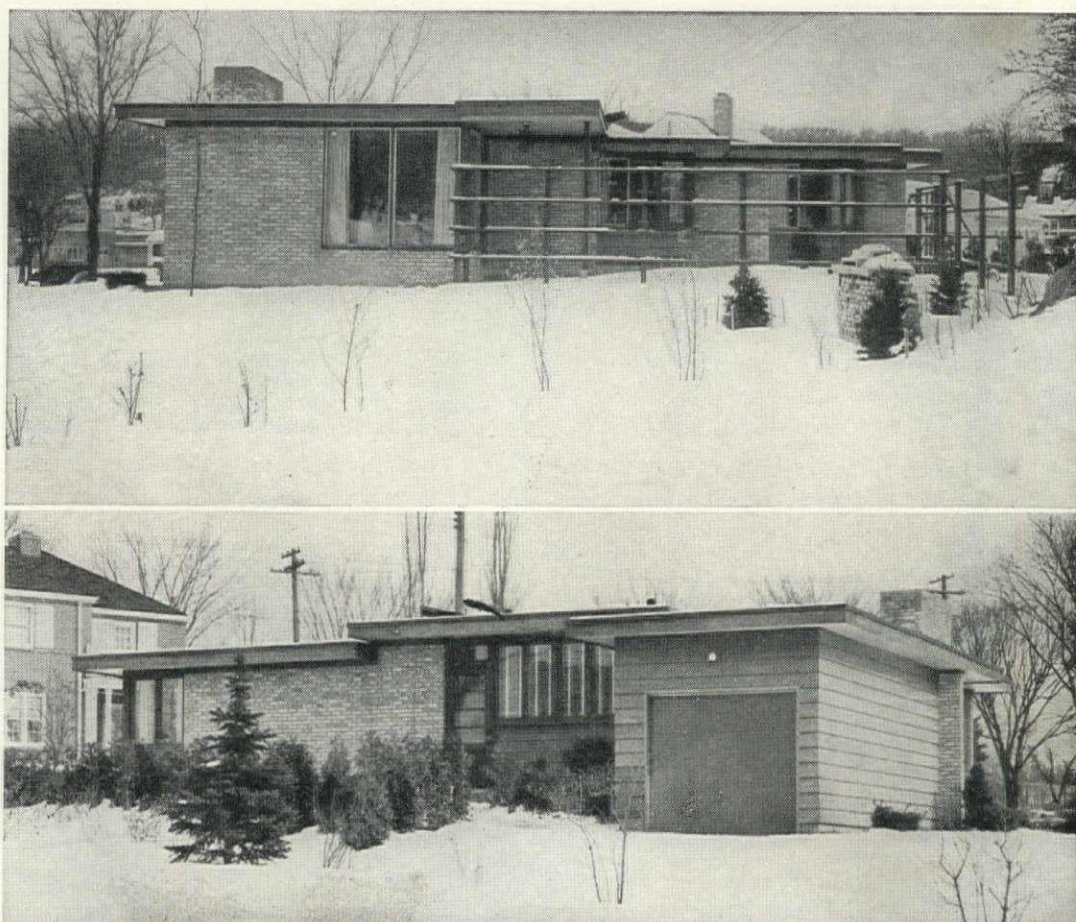
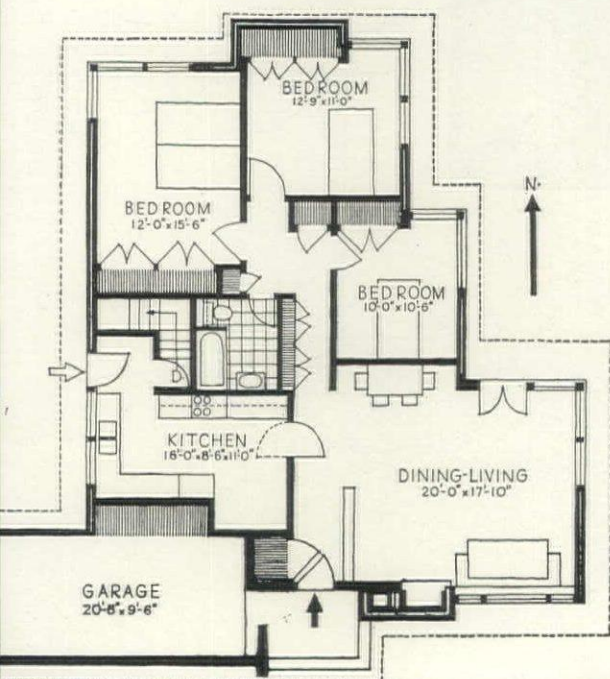
## 3. Brick cavity walls here help balance the heat loss of large windows

A primary concern of the designer of this house was the heating and insulating mechanics—not a bad starting point for any house design in Wisconsin. Brick cavity walls and a wood frame were used, with a hot air system which returns air to the furnace through channels in the concrete slab floor. Another great effort of the designer was his setting back of sections of the building's irregular, complicated perimeter in order to have glass corners in each bedroom and the living room.

LOCATION: MADISON, WIS.

WILLIAM V. KAESER, Architect

EDWIN NELSON, Builder

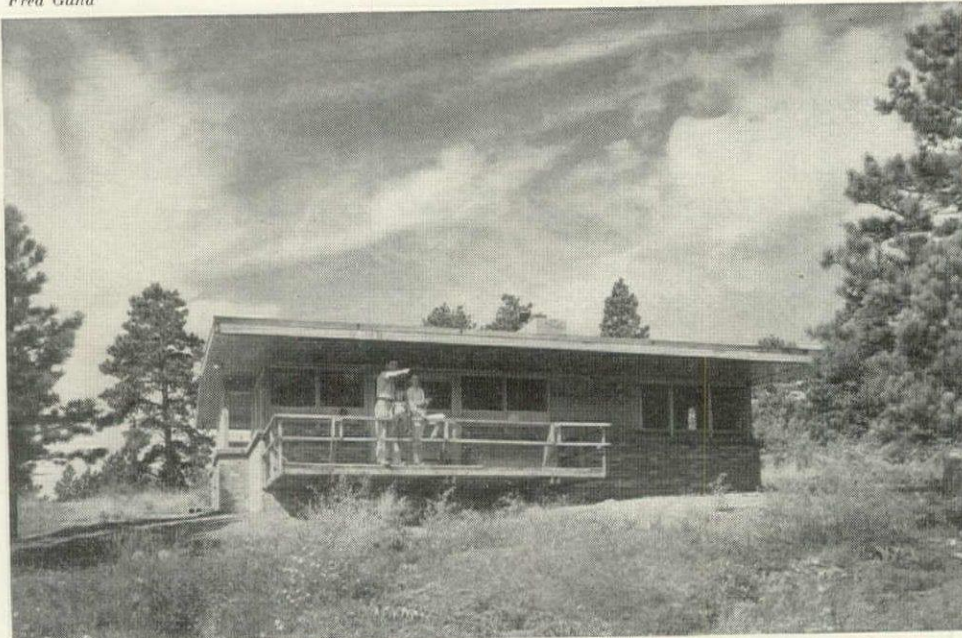




## 4. Two-bedroom mountain cabin is designed for comfortable year-round use

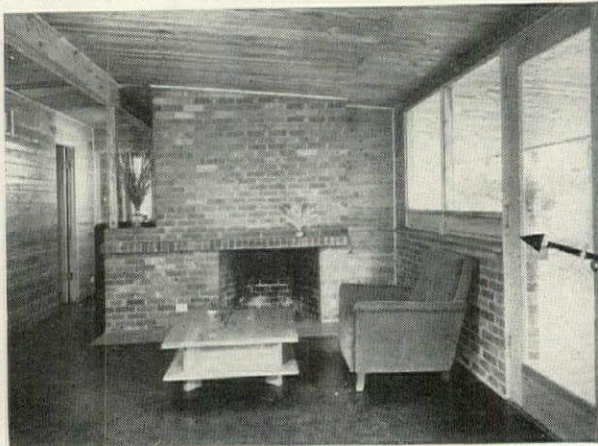
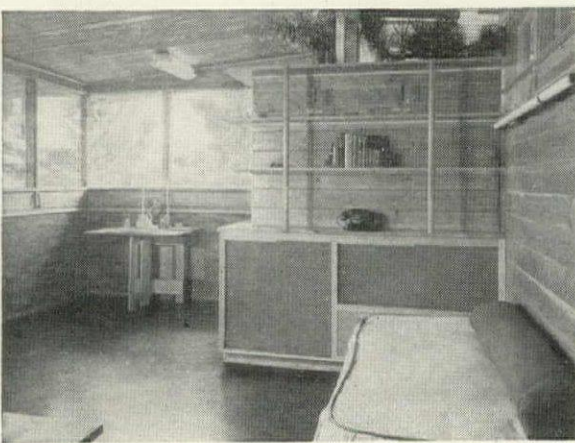
This contemporary version of the mountain cabin is located on the eastern slope of the Rocky Mountains and commands a magnificent view of the great plains and Denver 25 miles to the east. Although part of a summer colony it is designed for year-round occupancy. Hence it is planned very much like any suburban house—with a completely equipped kitchen, adequate storage space, etc. The only concession to the rigorous mountain winters is the roof. With its wide, gutterless eaves and shallow pitch, it is framed of 2 x 8's carried by central 4 x 10 in. timber girder. Sheathed with shiplap siding, and insulated, the roof surface proper is a 3-ply built-up tar and gravel membrane. Floor is asphalt tile laid on a concrete slab. Walls are brick up to the sill line, wood sheathed and insulated above. Floor area, 871 sq. ft. Cost \$11,600 in 1947.

Fred Gund



CANTILEVERED BALCONY, SHELTERED BY WIDE EAVES, COMMANDS FINE VIEW OF DENVER

ALL SASH ARE FIXED, WITH FIXED FLY SCREEN AND TRANSOM-TYPE WOOD VENTILATORS BELOW (RIGHT)



REGION'S HEAVY SNOW LOAD DETERMINED ROOF'S LOW PITCH, WIDE, GUTTERLESS EAVES

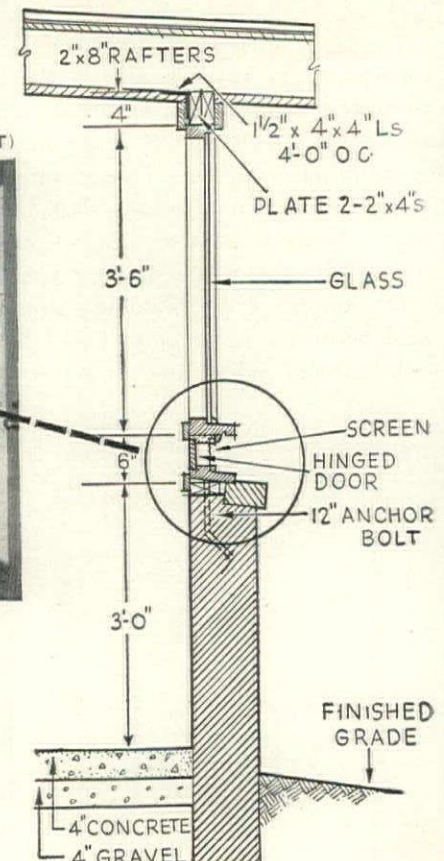
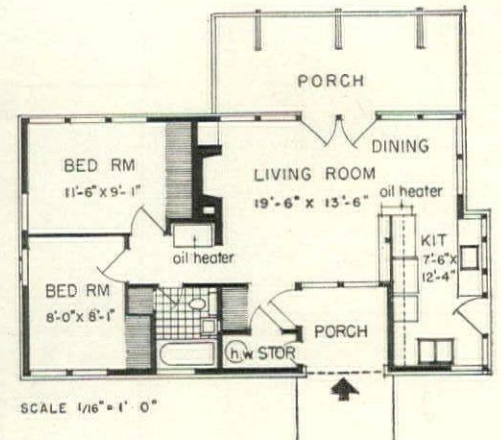


LOCATION: NEAR GOLDEN, COLO.

VICTOR HORNBEIN, Architect

MELLWIN CONSTRUCTION CO., General Contractors

CONSTRUCTION OUTLINE: Foundation—concrete. STRUCTURE: Exterior walls—brick finish inside and out to sill height, Robinson Brick Co., wood studs above with fir car siding finish inside and out, rockwool insulation. Floors—concrete slab, asphalt tile finish. Ceiling—fir siding. ROOF—3-ply built-up. SHEET METAL WORK: Flashing and gravel stop—galvanized iron. WINDOWS: Sash—wood fixed. Glass—crystal sheet. WOODWORK: Trim and cabinets—Ponderosa pine. Doors—fir. HARDWARE—P. & F. Corbin. ELECTRICAL INSTALLATION: Wiring—BX cable. Fixtures—fluorescent and incandescent. KITCHEN EQUIPMENT: Range and refrigerator—electric. PLUMBING: Soil Pipes—lead and cast iron. Vent and water pipes—galvanized iron. HEATING—warm air gravity, circulating heater.





## 5. Split-level wing on flat lot yields two bedrooms, big sunny basement

Seeming much larger than it actually is, this pleasantly organized house is placed close to the northern edge of a flat 100 ft. lot. This enables the designer to arrange his living and dining areas along the south and east, with floor-to-ceiling glass areas protected by wide eaves. Several simple yet effective devices add interest and value to the project: the connected garage makes the house seem larger and protects it from the north; the clerestory along the west wall of the living room improves both light and ventilation. And by raising the bedroom wing half a flight above the main floor level, a large sunny basement room is created. The house is very economically framed—except for foundations and chimney, it is entirely of drywall construction. Externally, it is surfaced in oiled red-cedar; inside the same wood is used on walls except those of kitchen and bath, which are surfaced with linoleum on plasterboard. All ceilings are painted plasterboard.

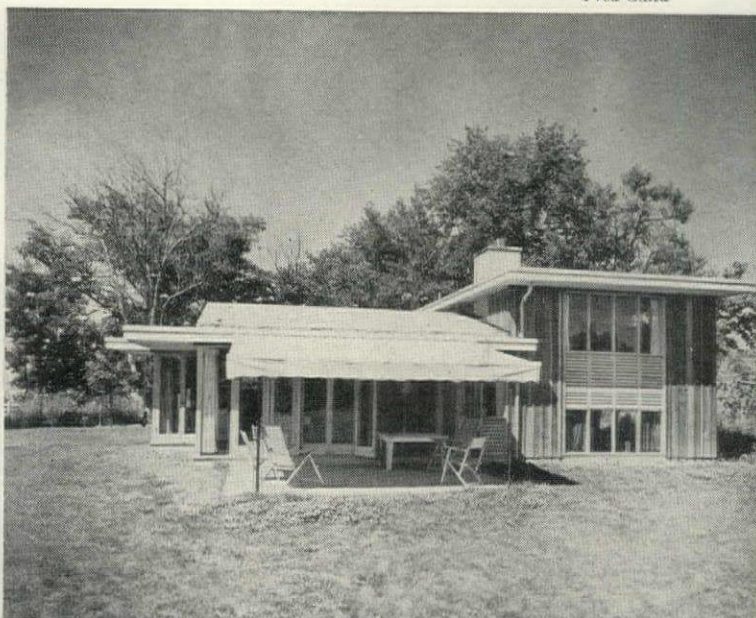
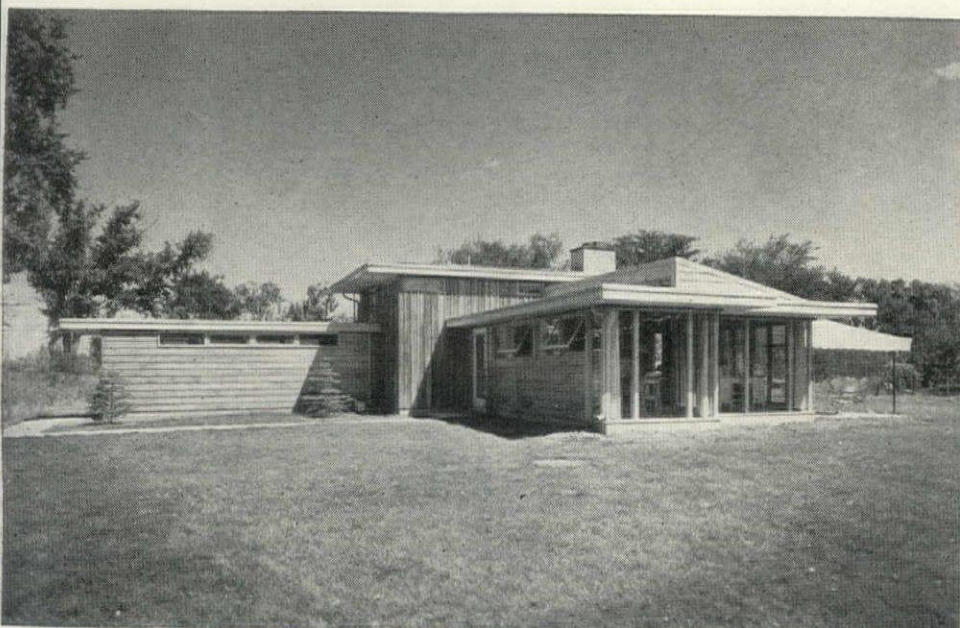
LOCATION: DENVER, COLO.

EDWARD B. HAWKINS, Designer

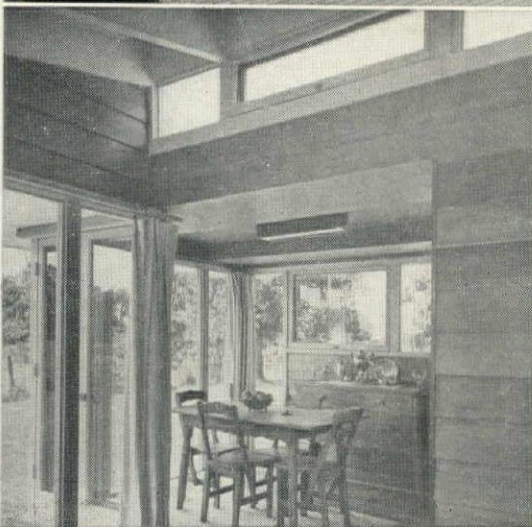
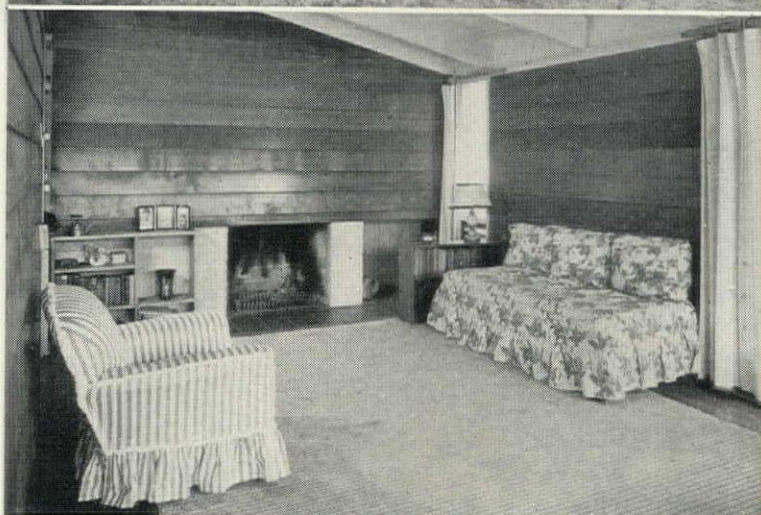
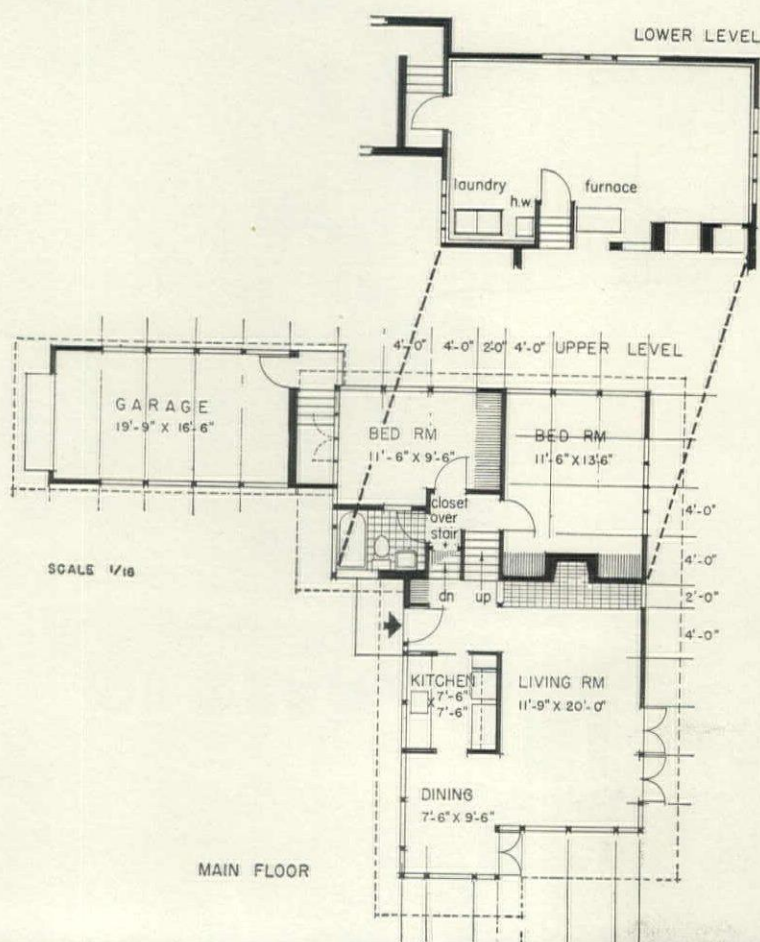
E. B. HAWKINS CO., General Contractor

CONSTRUCTION OUTLINE: Structure: Exterior walls—redwood boards, cedar siding, studs, Gold Bond sheathing, National Gypsum Co.; inside—cedar siding and plaster. FIRE-PLACE: Damper—Donley Bros. WINDOWS: Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS—Armstrong Cork Co. PAINTS—Devoe & Raynolds Co. DOORS—Paine Lumber Co., Ltd. HARDWARE—Russell & Erwin Mfg. Co. and Frantz Mfg. Co. BATHROOM EQUIPMENT—Crane Co. HEATING—forced warm air system. Boiler—Norge Div., Borg-Warner Corp. Thermostat—General Controls Co. Water heater—Hotpoint, Inc.

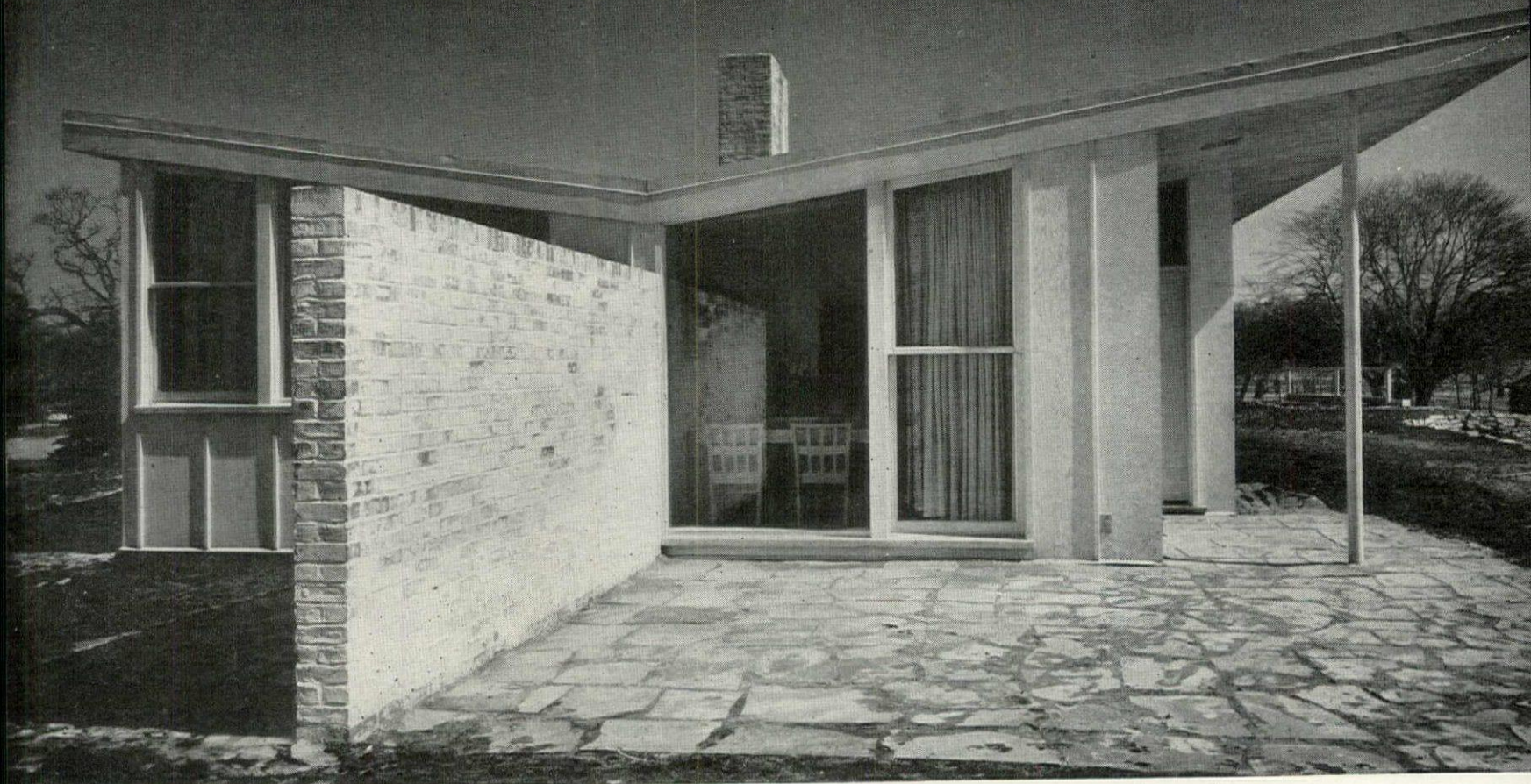
Fred Gund



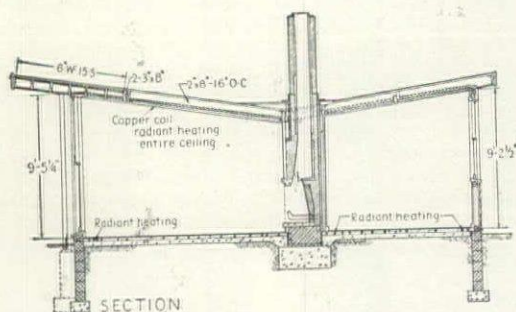
GARAGE WING PROTECTS THE LIVING AREA FROM NORTH, ADDS TO APPARENT SIZE



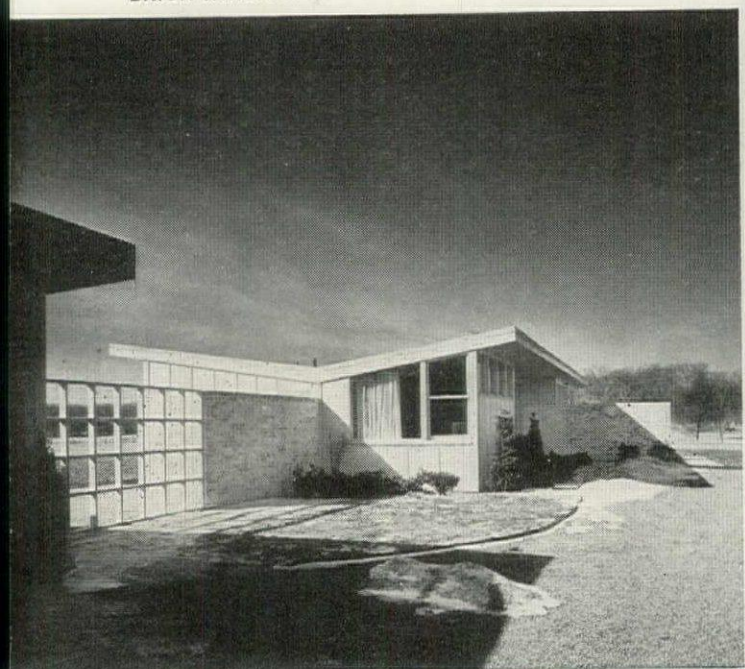




BRICK WING WALL SCREENS DINING TERRACE FROM HOT WESTERN SUN, COLD WINTER WINDS AND SERVICE YARD



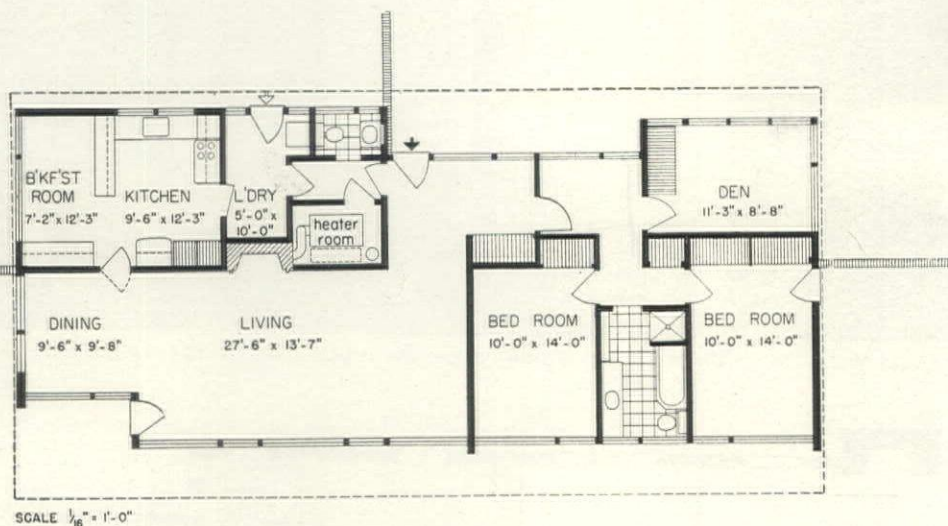
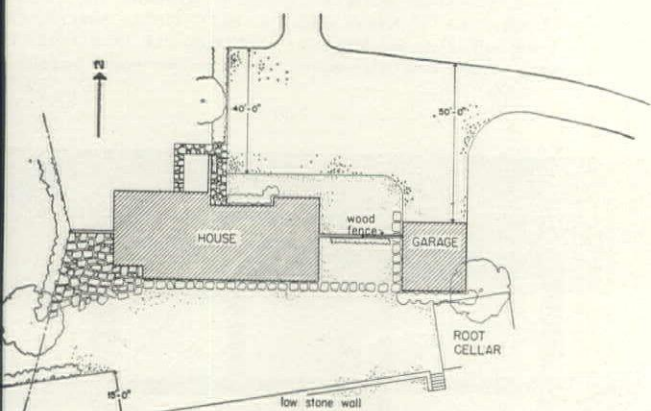
BRICK WING WALLS ALSO DELIMIT THE ENTRANCE COURT





## 6. This crisp new house uses inverted gable and wing walls to express its plan

A straightforward "solar" design with an inverted gable roof, this Long Island house has a clean, well-articulated plan which is admirably expressed in its elevations. The various elements of the house—living, service, sleeping—are rather sharply divided in the plan; and externally this is directly expressed in the brick wing walls which project to protect the dining and bedroom terraces from wind and sun and to separate the entry from the service yard. The architects have sited the house so that the entrance front and service areas face north, toward the road. This in turn opens the whole southern facade to a pleasant rustic view across its own and neighboring fields. Floor area, 1,992 sq. ft. Cost \$30,000 in 1947.



LIVING ROOM PLASTER CEILING FOLLOWS LINE OF INVERTED GABLE. FIREPLACE AND DINING ROOM WALL (RIGHT) IS FINISHED IN STRIATED PLYWOOD

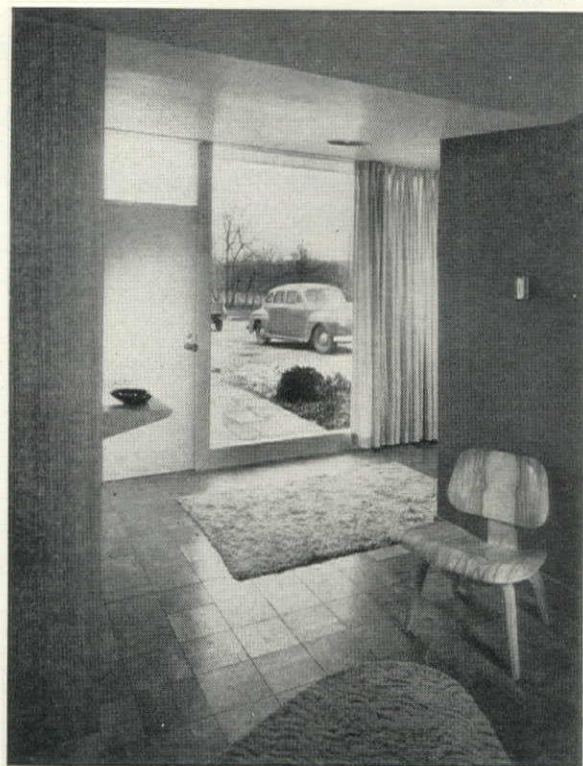


LOCATION: BROOKVILLE, N.Y.

VINCENT FURNO & BERNARD J. HARRISON, Architects

B. W. HALL CONSTRUCTION CO., General Contractors

Ben Schnall



THE HEATED FLOORS ARE SURFACED IN WOOD BLOCK

CONSTRUCTION OUTLINE: Exterior walls—siding, white pine plywood, U. S. Plywood Corp., Celotex, The Celotex Corp. and studs; inside—gypsum lath and plaster, U. S. Gypsum Co. ROOFING—The Ruberoid Co. WINDOWS: Sash Balances—Unique Window Balance Co. Glass—Pittsburgh Plate Glass Co. FLOOR COVERINGS: Linoleum, Congoleum-Nairn, Inc. GARAGE DOORS—Overhead Door Corp. ELECTRICAL FIXTURES—Kurt Versen Co. KITCHEN EQUIPMENT: Range—Estate Stove Co. Refrigerator—Sears, Roebuck & Co. BATH-ROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. and Speakman Co. Cabinets—Hoegger, Inc. HEATING—copper coil, radiant, Chase Brass & Copper Co. Boiler—Crane Co. Valves and Water heater—Bell & Gossett.



# 7.

## Trim house featuring view windows and native materials is typically Californian

Simple materials and unpretentious design characterize this house which grew from a cracker-box weekend shack into a permanent residence. Explains the client: "Before the war . . . we needed a main room which would not neglect the view, a kitchen and bath for essentials only and a small bar to further entice our guests. When we finally tired of sleeping and living in the same room, we added the small bedroom at the lower end of the house. A tool shed fitted in nicely behind the loggia. The fact that no inside hall connected the bedroom and main room caused us no trouble as the weather was always moderate and we were outside most of the time anyway.

"After the war we decided to live permanently in the country and that meant some major changes. This time the upper end of the house was developed with two bedrooms and enlarged kitchen and dining areas. The lower bedroom became permanent guest quarters. Last year we purchased a car and had to add a garage and store room. The livable place we now have certainly makes us appreciate simple materials and techniques. These two elements made it possible to expand the house while we enjoyed it."

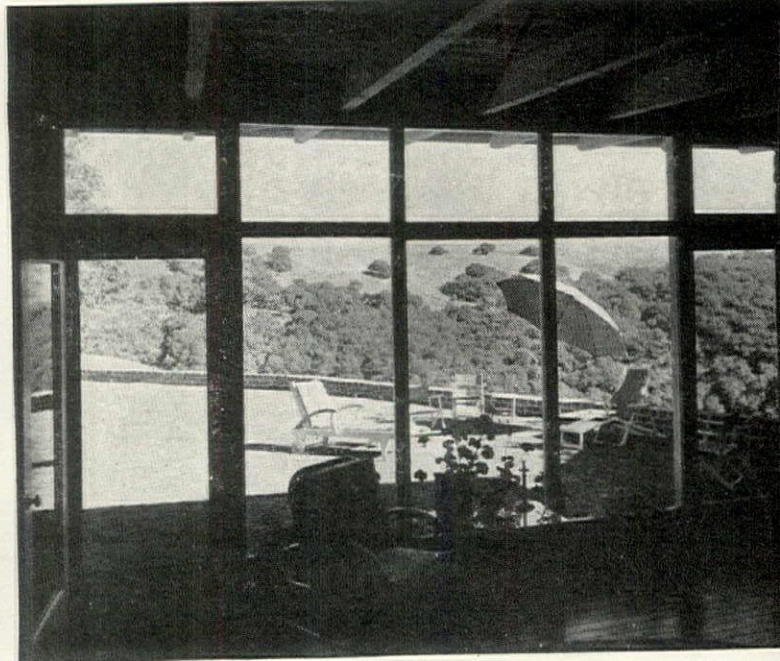
LOCATION: CARMEL VALLEY, CALIF.

ROBERT R. JONES, Architect

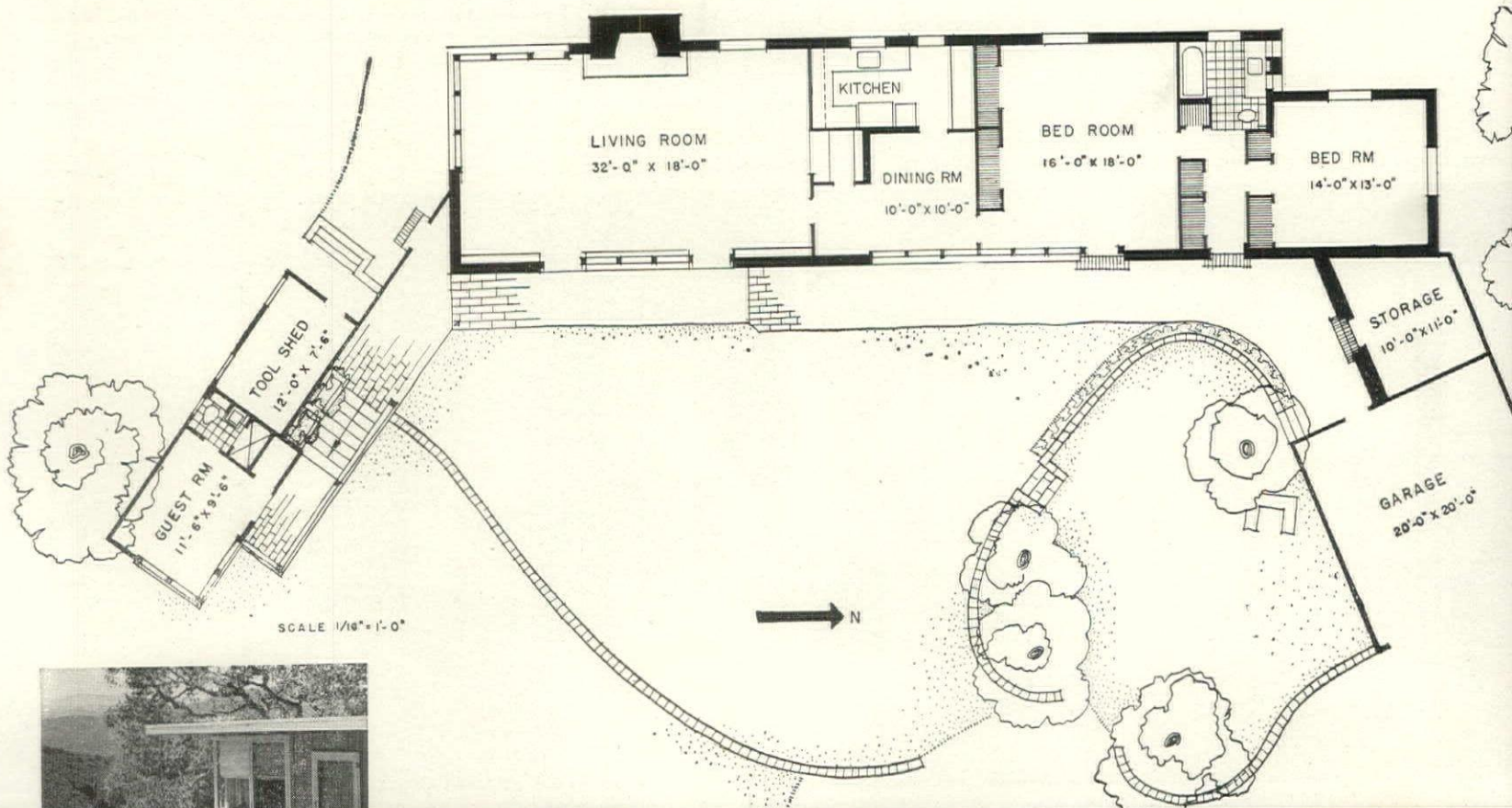
H. C. GEYER, General Contractor

CONSTRUCTION OUTLINE: Structure: Exterior walls—T. & G. boards, Brownskin building paper, Angier Corp. adobe veneer. Floors—oak. Ceiling—exposed rafters and sheathing. FIREPLACE: Damper—Superior Fireplace Co. SHEET METAL WORK—Armco, American Rolling Mill Co. WINDOWS: Sash—wood. Weatherstripping—Chamberlain. Weather Metal Strip Co. Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS: Kitchen and bathrooms—linoleum. Armstrong Cork Co. WALL COVERINGS: Mainrooms—pinker. Bathrooms—plywood, U. S. Plywood Corp. and tileboard. Johns-Manville. PAINTS—Sherwin Williams Co. HARDWARE—Yale & Towne Mfg. Co. ELECTRICAL SWITCHES—Trumbull Electric Mfg. Co. BATHROOM EQUIPMENT—Crane Co. HEATING—warm air, Payne Furnace & Supply Co.

Morley Baer



CORAL ADOBE VENEER WITH BONE WHITE TRIM CONTRASTS WELL IN COLOR WITH CALIFORNIA'S BROWN HILLS AND BOTTLE GREEN LIVE OAK TREES





# An expansive house for country living

LOCATION: CHAPPAQUA, N. Y.

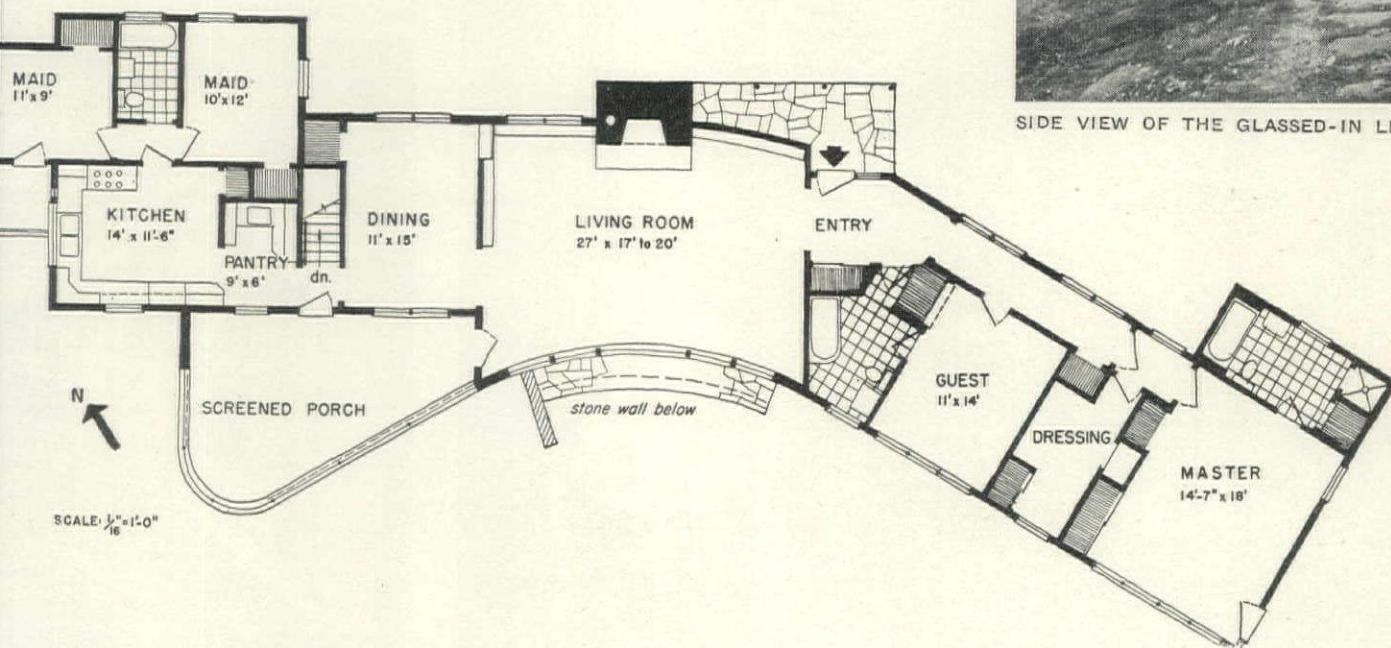
JAMES F. EPPENSTEIN, Architect (Design)

JOSEPH DOUGLAS WEISS, Architect (Construction)

Beautiful view and a knoll-shaped site determined the plan of this house—a gentle curve which allows excellent vision from all portions of a long narrow area. The living room extends at the front and side in a sweeping wing-like projection to form part of the curve. The service area is behind this section, bedrooms are isolated at opposite end. The main floor of the house is kept at one level and the extra ground space at either end, where the site slopes sharply downward, is utilized for a cellar. Cost: \$60,000 in 1947. Floor area, 3,160 sq. ft.

CONSTRUCTION OUTLINE: Structure: Exterior walls—cedar siding, building paper, lath and plaster. DAMPER—H. W. Covert Co. PAINTS—E. I. duPont de Nemours, Samuel & Co., Inc. and Valentine & Co. GARAGE DOORS—Overhead Door Co. KITCHEN EQUIPMENT: Refrigerator—Kelvinator Div., Nash-

Kelvinator Corp. Washing machine—Bendix Home Appliances, Inc. BATHROOM EQUIPMENT: American Radiator-Standard Sanitary Corp. Cabinets—G. M. Ketchum Mfg. Co. HEATING—warm air system, Lenox Furnace Co. Thermostat—Minneapolis-Honeywell Regulator Co.



SIDE VIEW OF THE GLASS-ED-IN LIVING ROOM WING

Lionel Freedman

FRONT VIEW OF THE CURVED FACADE. SETBACK SERVICE WING PLAN CREATES A REPETITIVE SERIES OF ROOF PROJECTIONS AT LEFT END OF HOUSE





## 9. Combination of



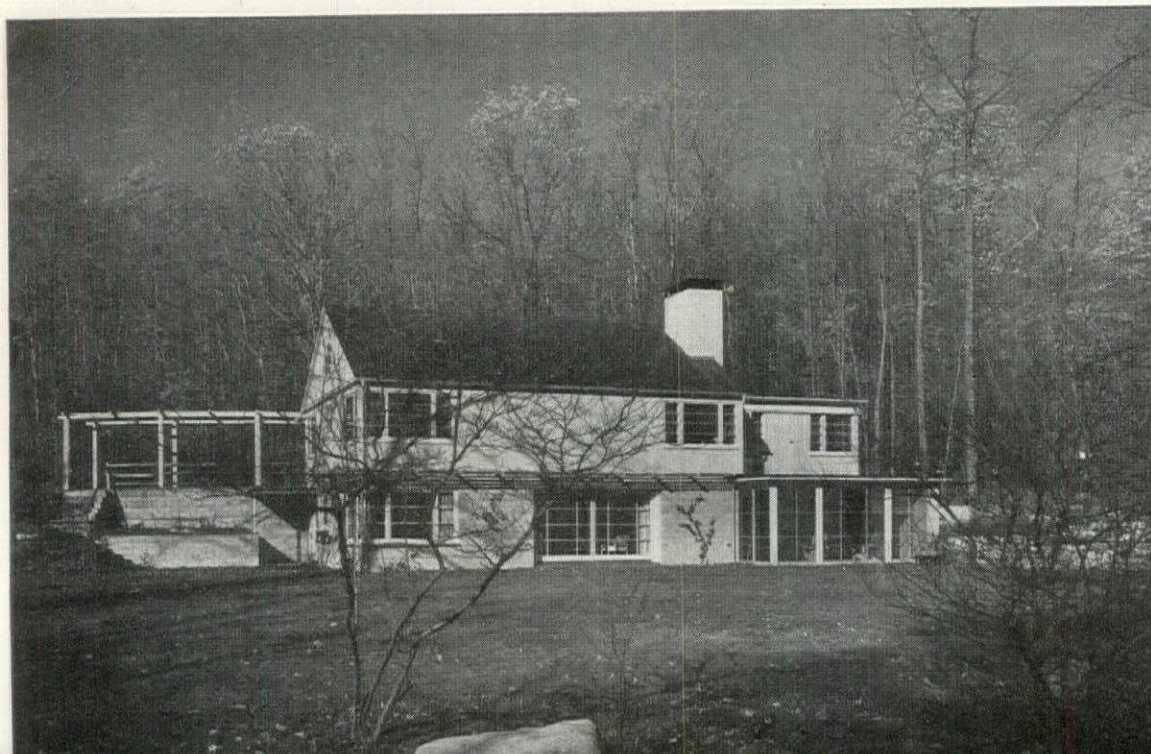
GUESTS OR CLIENTS ARRIVING AT UPPER LEVEL OF THIS DEMURE COTTAGE WOULD SCARCELY GUESS THAT IT HAS A LARGE, COMPLEX PLAN, SKILLFULLY FITTED TO A NATURAL DECLIVITY THAT FACES SOUTH

*Geoffrey Baker*



PERGOLA SERVES SEVERAL PARKED

DOWNSTAIRS PORCH BOASTS A FIRE





# dwelling are skillfully integrated in this two-level house for a sloping lot

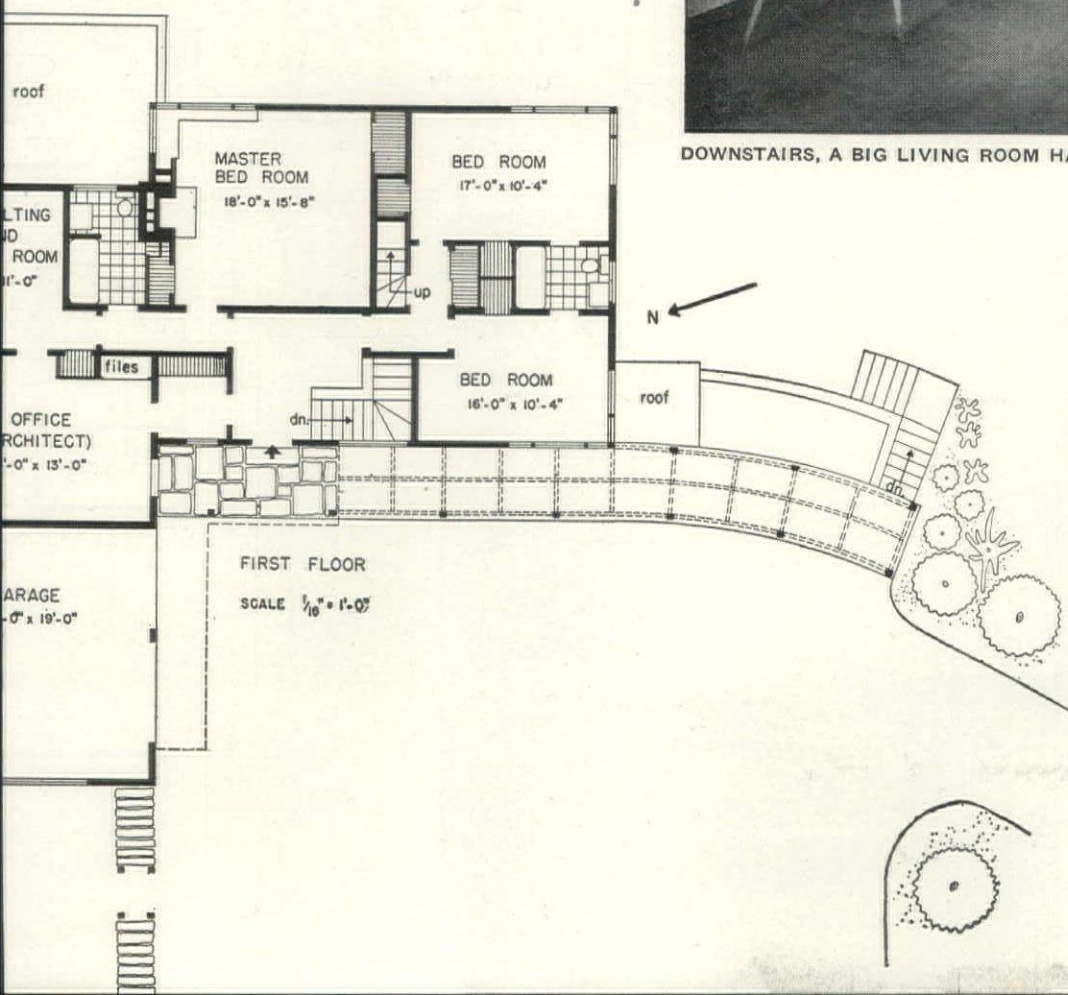
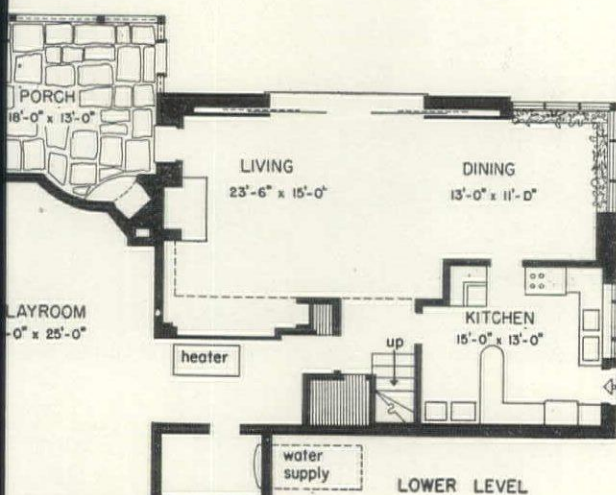
Larger and more complex than it must at first appear to an arriving guest, this suburban house was designed by the architect to house both his family and his practice. To this end a skillful, two-level plan has been devised and fitted to a sharply-sloping bank. The plan has three elements—office, family bedrooms and the general living area—which are neatly organized for maximum privacy. The office occupies the north end of the entrance level. By providing a separate entrance, coat closet and access to one of the baths, this suite becomes an independent unit. To handle clients' cars during office hours, the architect has provided a long flagged walk for parking and a large court for turning. The bedrooms are also on this level; but they are grouped around the central stair in such a way as to make the most of the good exposure and view on the opposite side of the house. Downstairs—completely shielded against office, driveway, western sun and cold north winds—is a spacious living area. At this level, the house sits snugly on a charming little meadow and this entire floor, including a semi-enclosed porch, is designed to make the most of it. Floor area, 3,123 sq. ft. Cost \$32,266 in 1946.

LOCATION: WILTON, CONN.

LOUIS GELDERS, Architect

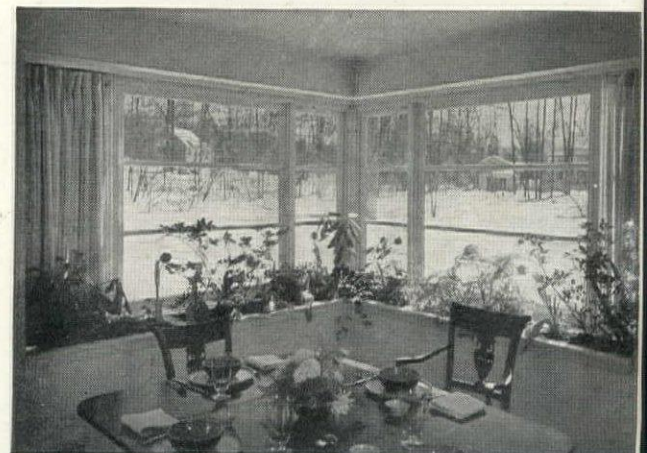
PAUL BORGLUM, General Contractor

CONSTRUCTION OUTLINE: Waterproofing—Koppers Co., Inc. STRUCTURE: Exterior walls—concrete block, Vaporseal sheathing, Celotex Co., wood studs, plaster, U. S. Gypsum Co. ROOFING—The Barrett Co. INSULATION—Celotex Co. and U. S. Gypsum Co. DAMPER—H. W. Covert Co. SHEET METAL WORK—Anaconda Copper Co. WINDOWS: Glass—Libbey-Owens Ford Glass Co., Pittsburgh Plate Glass Co. PAINTS—Sherwin-Williams Co. HARDWARE—Richard-Wilcox Mfg. Co., H. S. Getty Co., Yale & Towne Mfg. Co., Russell & Erwin Mfg. Co. ELECTRICAL INSTALLATION—General Electric Co., Pass & Seymour. KITCHEN EQUIPMENT—Landers, Frary & Clarke, General Electric Co., Pryne & Co. Cabinets—Charles Parker Co. HEATING—forced warm air, filtering and humidifying. Oil burner—Williams Oil-O-Matic Heating Corp. Grilles—Tuttle & Bailey Mfg. Co. Regulator—Minneapolis-Honeywell Regulator Co.



DOWNSTAIRS, A BIG LIVING ROOM HAS SLIDING DOORS (RIGHT) GIVING ON SUNNY MEADOW

DINING ROOM WINDOWS FACE SOUTHEAST, VIEW





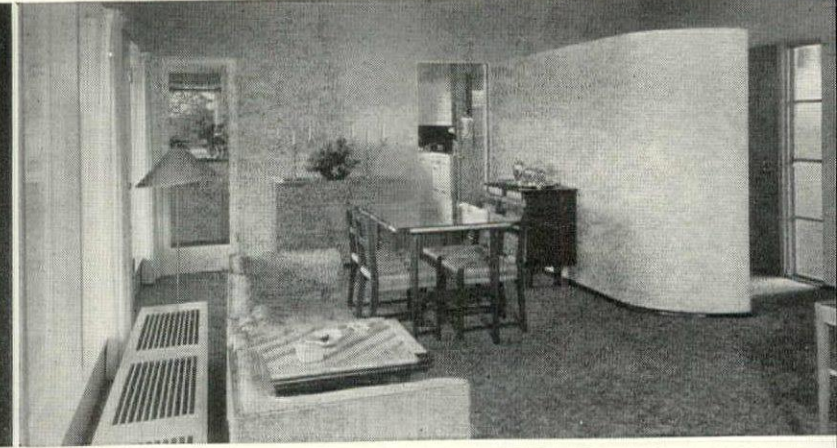
# 10. Conservatory and steam bath are featured in a roomy house for northwest

Although it is technically a "five room house," this residence in rural Oregon is actually much larger by today's standards—boasting a 35 ft. living room, billiard room, steam bath and conservatory. Like most attenuated plans, it has certain virtues and certain weaknesses. Thus the whole house is on one level, the main rooms achieve good exposure and the service wing (well-organized in itself) is isolated from the main body of the house. But by the same token, the living room is bisected by a main traffic artery and quite a bit of area is lost in corridor space. The living room itself faces southeast, its glass wall protected against winter rains and summer sun by a long shallow porch. A curved screen at one end creates an entrance lobby on one side and a dining area on the other. One of the owner's favorite features—a small conservatory—opens off this end of the living room: another feature—the steam room—has proved to be quite a luxury because it must be heated well in advance of use to prevent condensation of steam on the cold tiles. Cost \$16,000 in 1941.

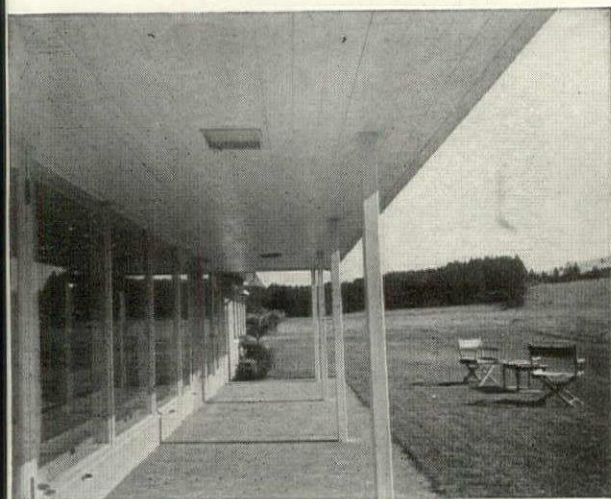
Leonard Delano

LOCATION: TUALITIN, ORE.  
VAN EVERA BAILEY, Architect

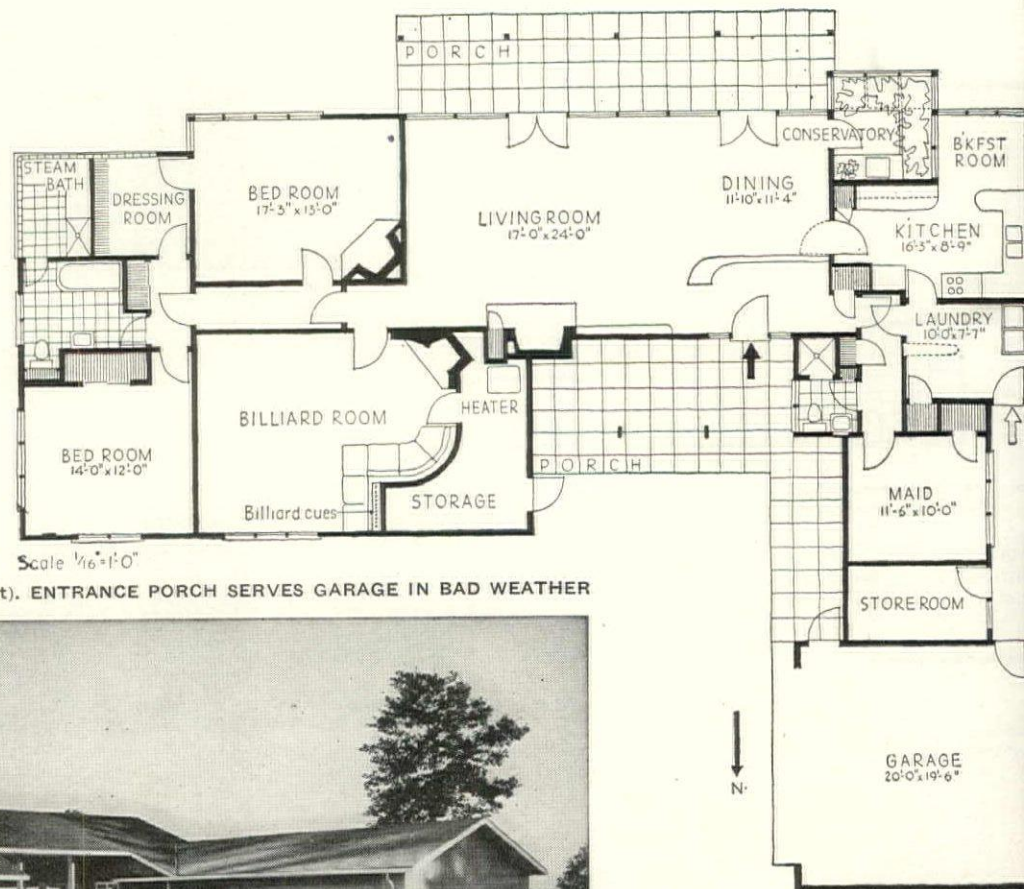
CONSTRUCTION OUTLINE: Structure: Exterior walls—cedar siding, paper, shiplap; inside—studs, Rocklath and plaster, U. S. Gypsum Co. Floors—oak. SHEET METAL WORK—galvanized iron. WINDOWS: Sash—wood casement, Whitco hinged, Vincent Whitney Co. Glass—Libbey-Owens Ford Glass Co. Screens—Rolscreen, Inc. FLOOR COVERINGS: Living room—carpet. Kitchen and bathroom—linoleum, Armstrong Cork Co. KITCHEN EQUIPMENT—General Electric Co. BATHROOM EQUIPMENT—Crane Co. PLUMBING: Soil pipes—cast iron. Vent pipes—galvanized steel and cast iron. HEATING—hot water system. Boilers—American Radiator-Standard Sanitary Corp. Thermostats—Minneapolis-Honeywell Regulator Co.



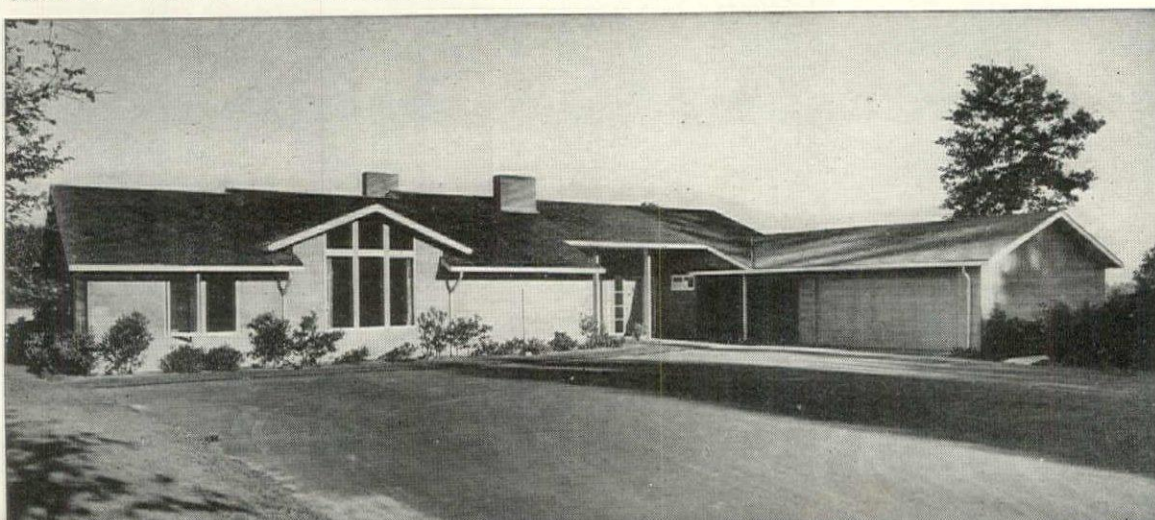
SMALL GLASS ROOFED CONSERVATORY OCCUPIES SOUTHEAST CORNER OWNERS FIND DINING AREA NOT FULLY ADEQUATE, LIKE KITCHEN BEYOND



THE PORCH RUNS LENGTH OF LIVING ROOM



GROUP OF TALL WINDOWS LIGHT BILLIARD ROOM (left). ENTRANCE PORCH SERVES GARAGE IN BAD WEATHER





# Two-bedroom house wrapped around two courts makes most of balmy climate

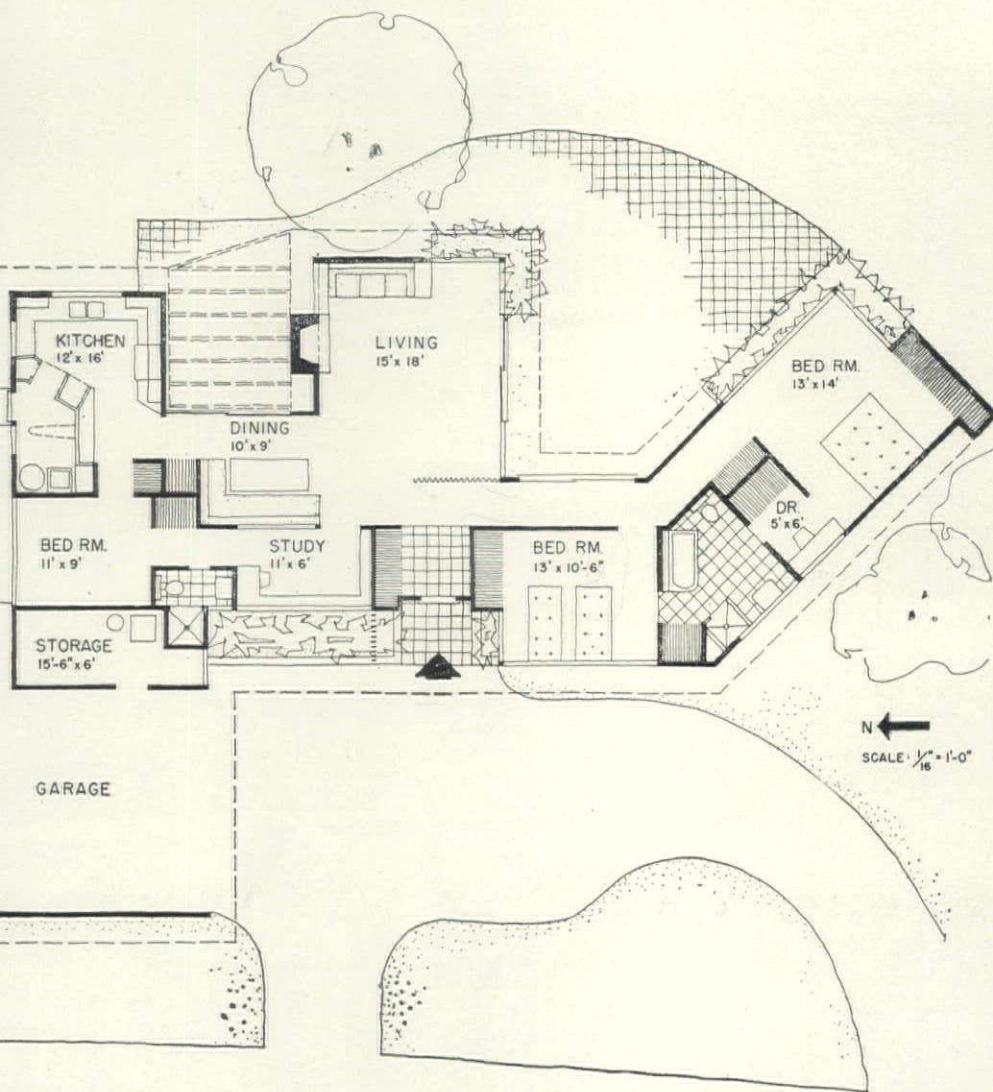
California's genial climate permits a loose, informal type of planning which—in small houses—is rarely feasible in other sections of the country. In this house, for example, three of the four main rooms constitute wings of their own, each with three exposures. To build this much perimeter wall for so small a cubage, to make it coldproof and then heat it, would rapidly outrun the budget of the average family elsewhere. Nevertheless, California designers have developed certain principles from which all houses have benefitted and this small house is no exception. Turning its back on the street, it creates two patios—one off the dining alcove for outdoor meals, a larger one off the living room. In addition to being screened from the street, these outdoor areas are protected by the mass of the house from the late afternoon sun.

LOCATION: WEST LOS ANGELES, CALIF.

GRISWOLD RAETZE, Architect

ROBERT RAETZE, Associate

CONSTRUCTION OUTLINE: Foundation—concrete. Waterproofing—Anti-Hydro Waterproofing Co. STRUCTURE: Exterior walls—joint vertical boards, studs and plaster inside. Floors—asphalt tile. ROOF—cedar shingles. DAMPER—Peerless Mfg. Co. WINDOWS: Sash—steel casement, Continental Specialties Co. Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS—asphalt tile or linoleum. WALL COVERINGS: Bathrooms: Sanitas, Standard Coated Products Div., Inter Chemical Corp. INSTALLATION: Wiring system—flexible conduit. Switches—Hart & Hegeman Electric Co. Fixtures—Pryne & Co. KITCHEN EQUIPMENT—Westinghouse Electric Corp. BATHROOM EQUIPMENT—Crane Co. HEATING—gas fired, forced warm air unit.



GARAGE AT LEFT OPENS ON TO PAVED COURT. RECESS PROTECTS ENTRANCE DOOR, STUDY SASH

Bob Cleveland



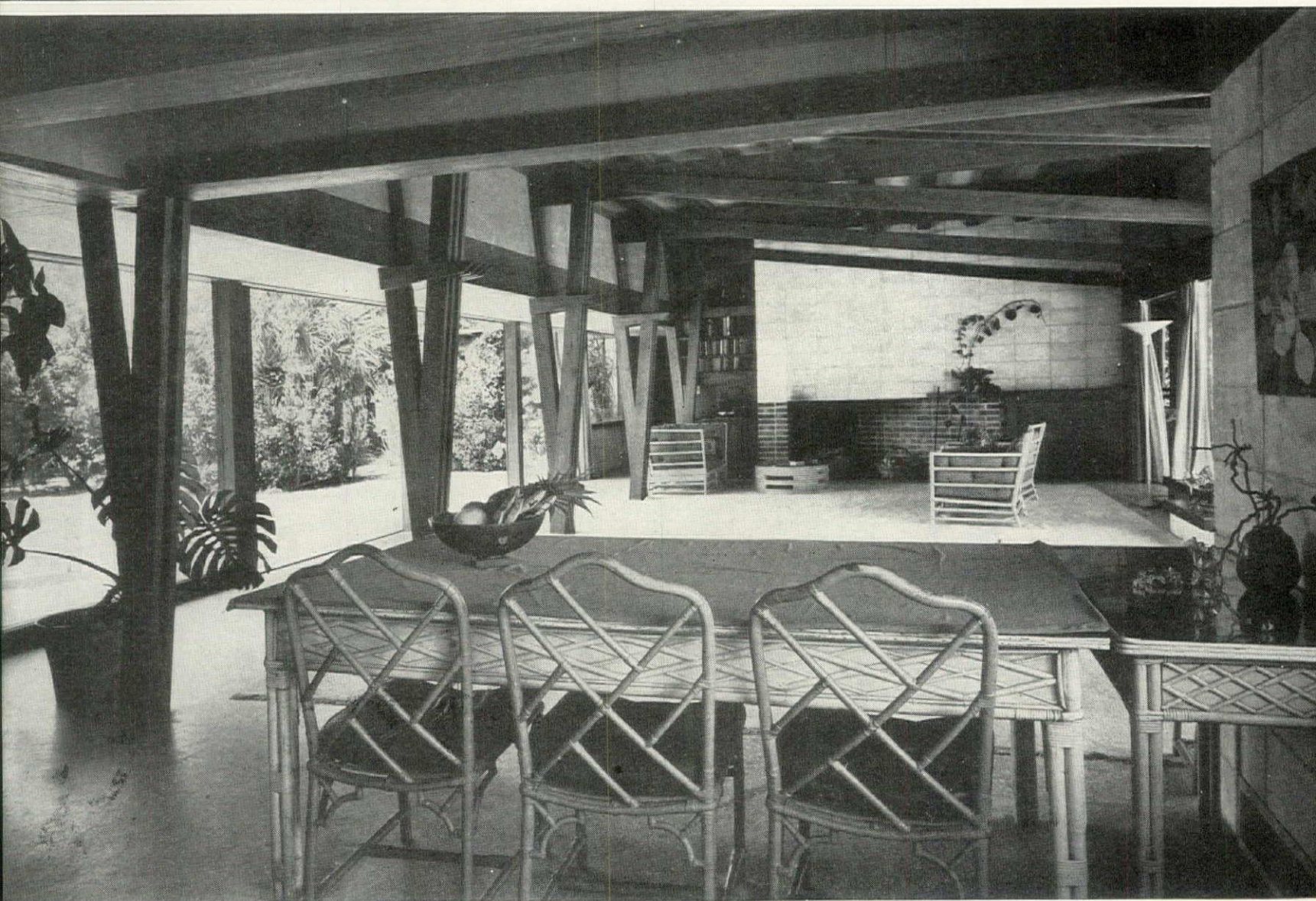
THE MASTER BEDROOM OVERLOOKS AN ENCLOSED PATIO



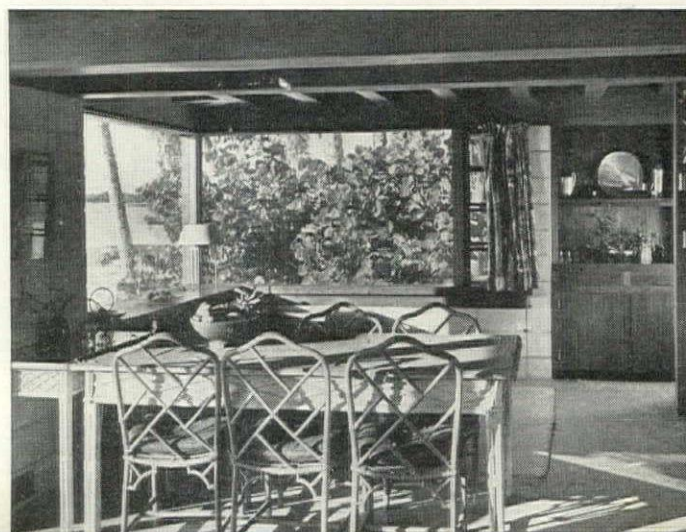
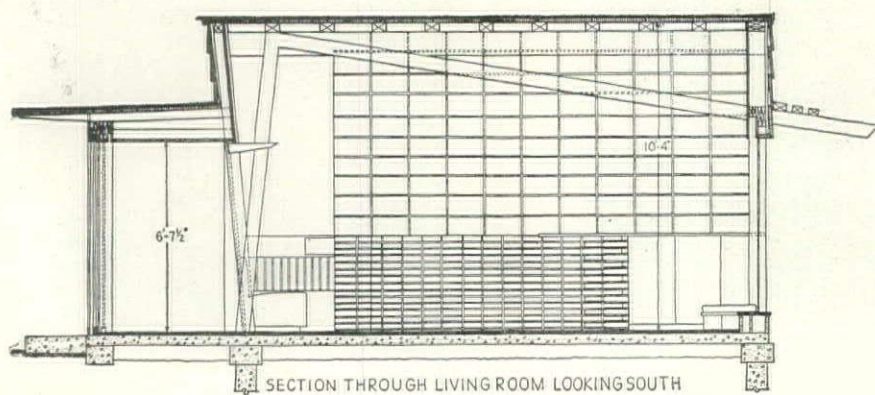
NEAT STUDY OPENS OFF DINING ALCOVE







EXPANSE OF LIVING ROOM IS BROKEN BY SLANTED BLACK CYPRESS FRAMING. CONCRETE BLOCK IS SET WITH VERTICAL JOINTS IN LINE FOR TRIM EFFECT.  
DINING AREA ENJOYS OCEAN VIEW THROUGH CORNER WINDOW.





# 12. Delicacy and openness are the hallmarks of Florida's new regional architecture

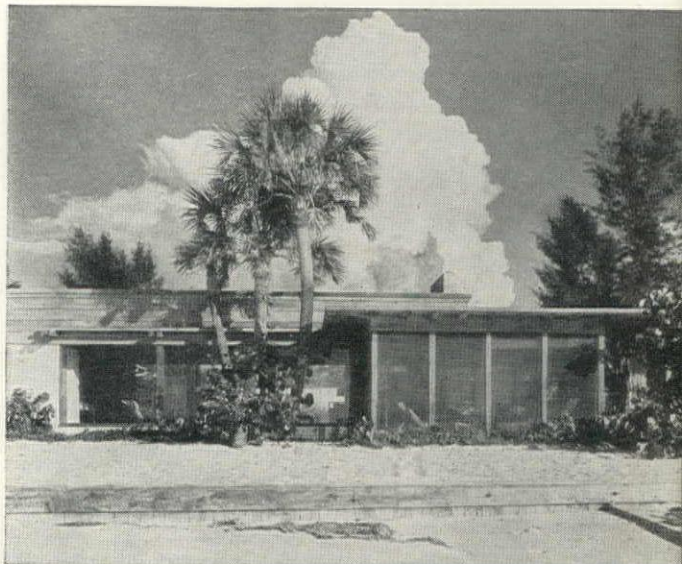
This trim, open house placed smack on the white sand beach bordering Sarasota Bay is one of the first examples of a truly indigenous Florida architecture—a house as well-suited to its locale as the famed “California style” is to that balmy climate. It contradicts the overly-rich, overly-ornate homes which have come to be associated with the Florida tourist trade and which, despite their price tag, have not exploited the possibilities of tropical living. The feeling for materials and structure which characterize the California house is found in this design, and the same atmosphere of relaxation and informality.

The problems encountered in America's two tropical states are not exactly alike, however. Brilliant sunlight is even more of an architectural headache in Florida than it is in California and when far-southern houses follow the lead of temperate zone design (as many have in Florida), their large glass areas cause disagreeable glare. Here, the architect has tempered the light with extremely wide eaves while opening up both sides of the living room to catch the breeze. Also of importance is the living room “hall.” The structural frame of the house is set back into the living room, leaving an open passage between kitchen and bedroom wings at its outer edge. This keeps the living area farther from the sunlight without sacrificing spaciousness and openness.

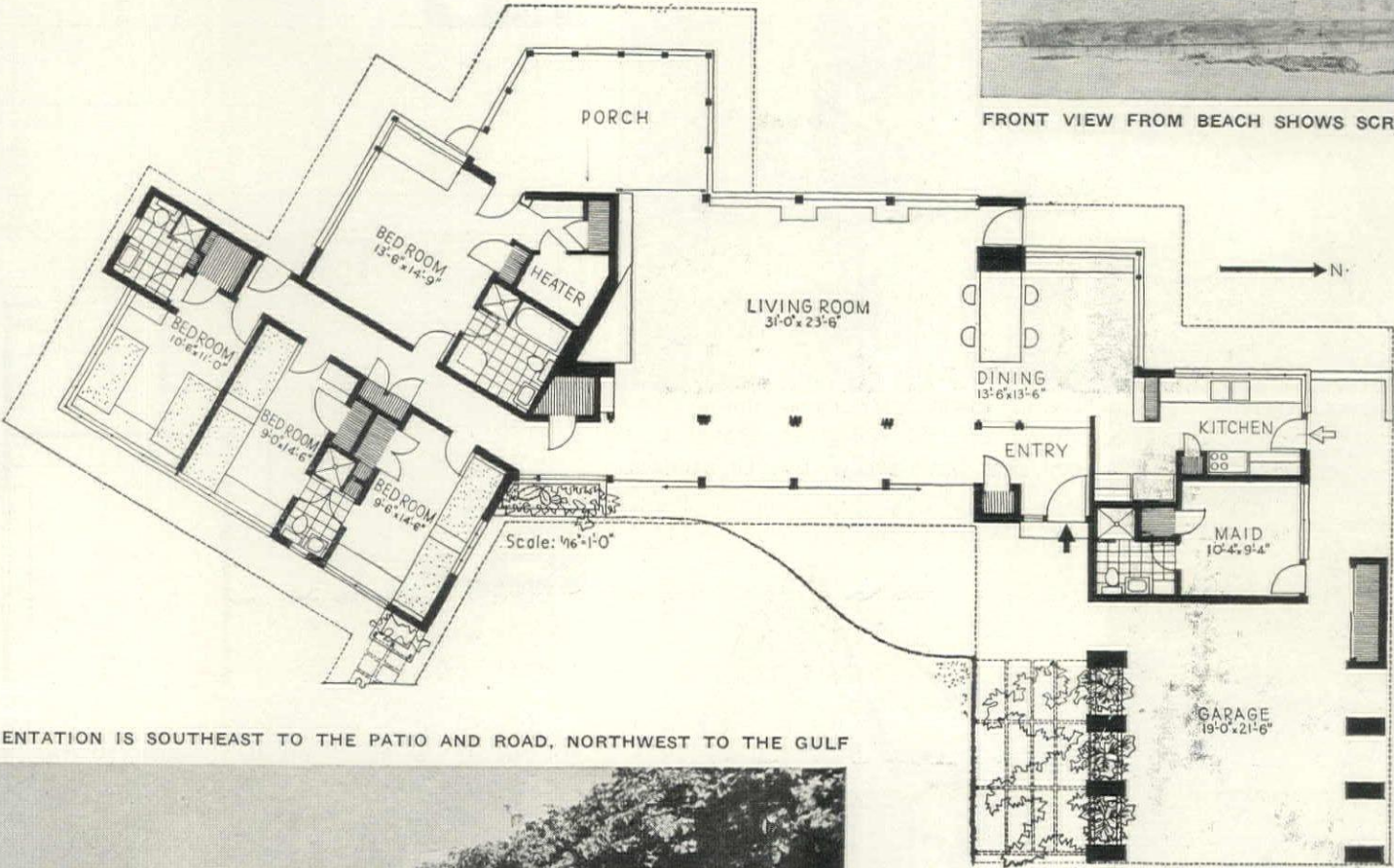
The entire organization of the house is excellent. The service wing is tucked away from living quarters for privacy, but the garage has convenient separate connections with the main entrance, the maid's room and kitchen. The slanted bedroom wing on the other side of the living room breaks the monotony of a box-like design and, with the garage, defines the entrance patio. The cost in 1941 was \$20,500. Floor area of the house is 3,005 sq. ft.

LOCATION: SIESTA KEY, SARASOTA, FLA.  
RALPH S. TWITCHELL, Architect  
PAUL RUDOLPH, Associate  
ASSOCIATED BUILDERS INC., General Contractor

CONSTRUCTION OUTLINE: Structure: Exterior walls—lime block. ROOFING—The Barrett Co. INSULATION—Celotex Corp. DAMPER—H. W. Covert Co. WALL COVERINGS—Hawaiian grass cloth, Theobald Co., or black cypress. PAINTS—Pratt & Lambert and Inertol Co. DOORS—Paine Lumber Co., Ltd. HARDWARE—Schlage Lock Co. ELECTRICAL EQUIPMENT—National Electric Products Corp., Hart & Hegeman Electric Co., Kurt Versen Co. and Pittsburgh Reflector Co. KITCHEN EQUIPMENT—Tappan Stove Co., Crosley Corp. and Coppes, Inc. BATHROOM EQUIPMENT—Kohler Co., Speakman Co. and F. W. Lawson Co. HEATING—gas, warm air. Grilles—U. S. Register Co. Water heater—Rudd Mfg. Co.



FRONT VIEW FROM BEACH SHOWS SCREENED PORCH



ORIENTATION IS SOUTHEAST TO THE PATIO AND ROAD, NORTHWEST TO THE GULF



Steinmetz



# 13. On these two pages the house designs of two architects for their own families

An architect's most effective sample is often his own home. Here, in theory at least, he is able to use the design notions his education and practice have taught him, unrestricted by a client whose architectural feelings may well still be idealized by the insurance ad house. This California architect, in his own home, has a real argument for any client to trust him to design a rational, contemporary house, and above that a good argument to help convince the client that what he wants is a rational, contemporary house. His house is made of precast concrete panels Gunited together with reinforcing on the job, plus redwood and masonry. There are several sun decks and terraces—including one that makes a very luxurious affair of the master bedroom. Other features are an in-line bath on the second floor, and what is called a garden room on the entrance floor, for use as a maid's room, den, breakfast room, or isolation room for sickness.

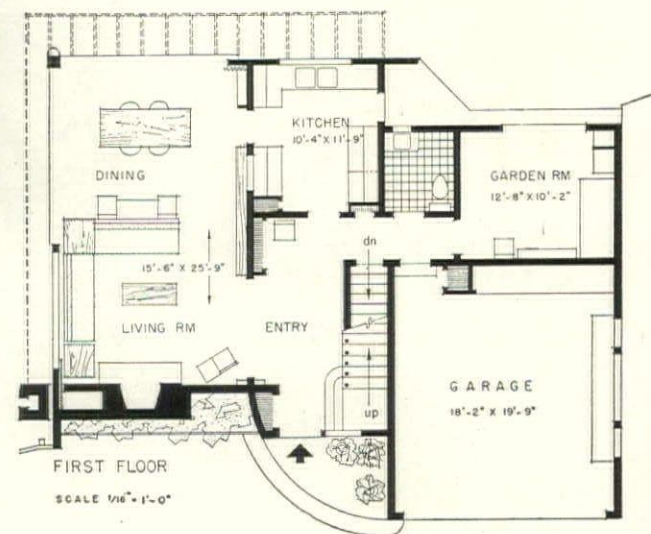
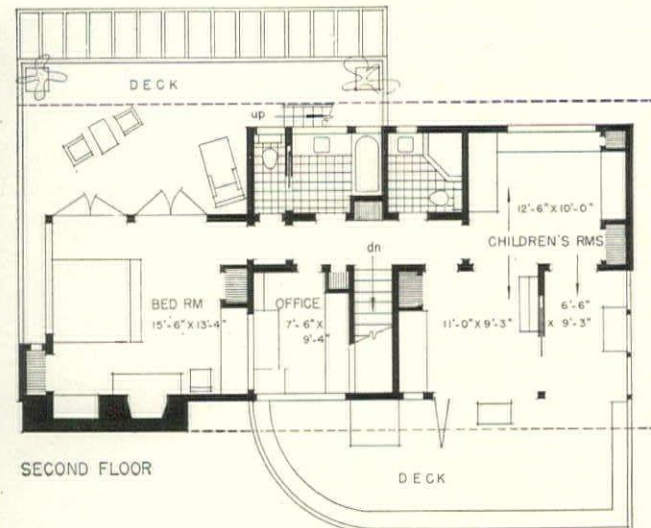
LOCATION: PASADENA, CALIF.

MELVILLE GARTON, JR., Architect

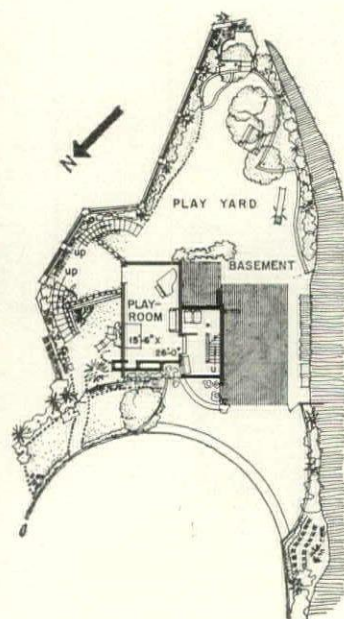
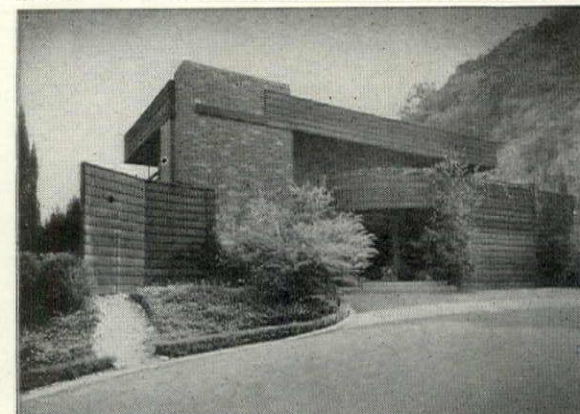
CONSTRUCTION OUTLINE: Exterior walls—precast concrete, Aircor Corp.; interior—Weldtex, U. S. Plywood Corp., Celotex, The Celotex Corp., Firtex, Dant & Russell, Inc., or plaster. ROOF—Diocrete, Transit Mixed Concrete Co. WINDOWS: Sash—wood. Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS: Carpet—Klearflax Linen Looms. Linoleum—Armstrong Cork Co. PAINTS—W. P. Fuller & Co. ELECTRICAL SWITCHES—Square D Co. Fixtures—General Electric Co. and Cutler-Hammer, Inc. KITCHEN EQUIPMENT: Range—James Graham Mfg. Co. Refrigerator—Servel, Inc. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. HEATING—hot air system.



LIVING ROOM VIEW FROM DINING AREA SHOWS EXPOSED CONCRETE BEAMS; LEFT: OPPOSITE VIEW, BELOW, MASTER BEDROOM



HOUSE IS BUILT ON HILL CLOSE TO THE ROAD





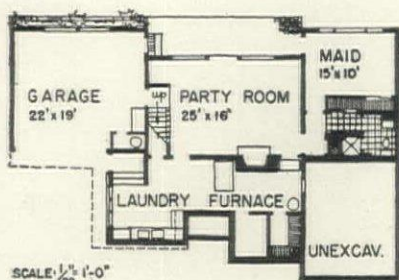
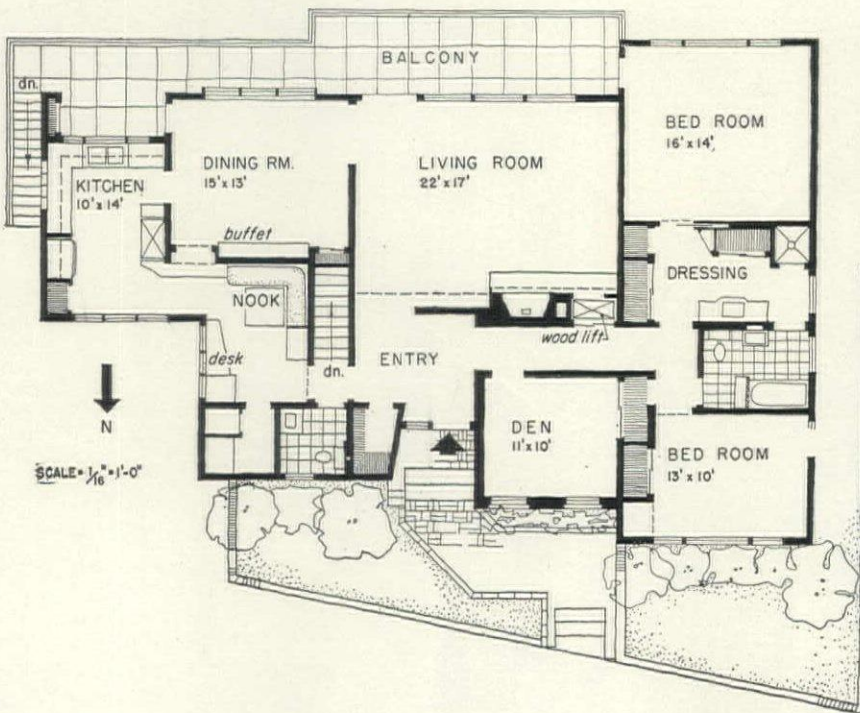
# 14. Both on the West Coast, built on hillside sites, and both highly satisfactory

LOCATION: PORTLAND, ORE.  
MORTON H. CAINE, Architect

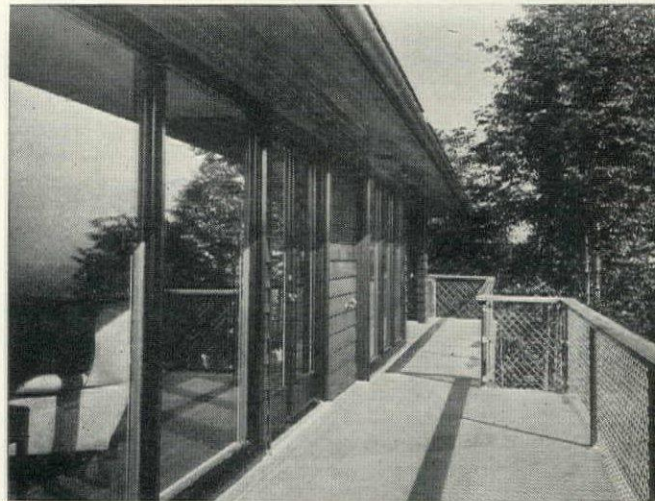
The exact point of balance between architect and client, where the client stops listing requirements and the architect starts telling him what he needs, is the point of failure in the design of many houses. In doing his own house an architect may be his own most demanding client in many ways, but at least this one dangerous foundering point is eliminated. Obvious in this thoughtful design are many details which usually are not explored so thoroughly—architectural projections of detailed family knowledge, demonstrating again the importance of an architect's draining extensive personal information from all his clients, and his being able to justify to the clients in the sketch stage his design applications of the knowledge. Details like this arrangement of bathroom facilities among two bedrooms and a dressing room call for more decisioned knowledge than is generally obvious in most house designs. But it is obvious that here it increases the satisfaction in the house for its residents.

CONSTRUCTION OUTLINE:—Foundation concrete. Waterproofing—L. Sonneborn & Sons, Inc. STRUCTURE: Exterior walls—studs, sheathing and cedar siding; interior—rocklath and plaster, U.S. Gypsum Co., or plywood. Floors—oak. INSULATION—Kimsul, Kimberly Clark Corp. SHEET METAL WORK—American Rolling Mill Co. WINDOWS: Sash—fir casement. Glass—Libbey-Owens-Ford Glass Co. PAINTS—Sherwin-Williams Co. and Samuel Cabot, Inc. FLOOR COVERINGS: Bathrooms: rubber tile. Kitchen

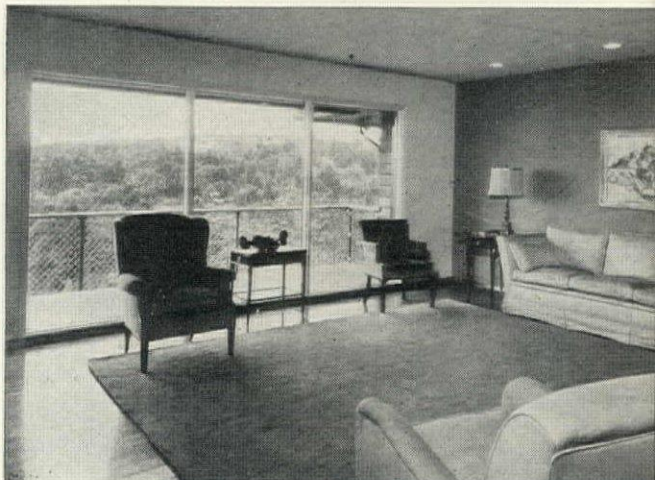
—linoleum, Armstrong Cork Co. DOORS—birch, American Plywood Corp. HARDWARE—Schlage Lock Co. and Frantz Mfg. Co. ELECTRICAL FIXTURES: Switches—General Electric Co. KITCHEN EQUIPMENT: Range—General Electric Co. Refrigerator—Philco Corp. Sink—electric, Hotpoint, Inc. BATHROOM EQUIPMENT—Crane Co. HEATING—forced warm air system, modulated, Regulator—Minneapolis-Honeywell Regulator Co. Water heater—General Electric Co.



LOWER-LEVEL VIEW OF THE HOUSE, WITH BALCONY



CANVAS-DECKED BALCONY OVERLOOKS LONG VIEW



MAHOGANY VENEER IS USED IN LIVING ROOM WALLS

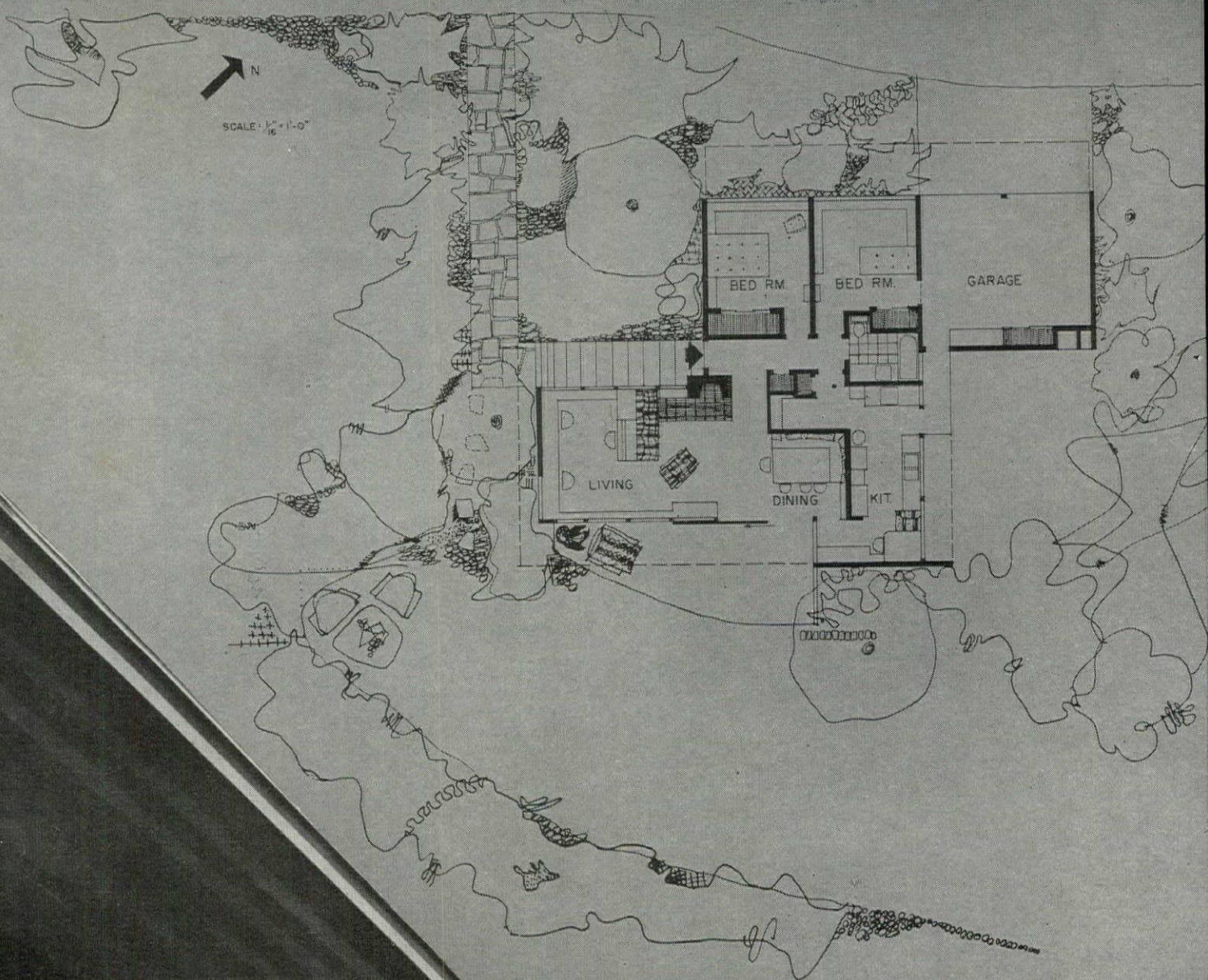
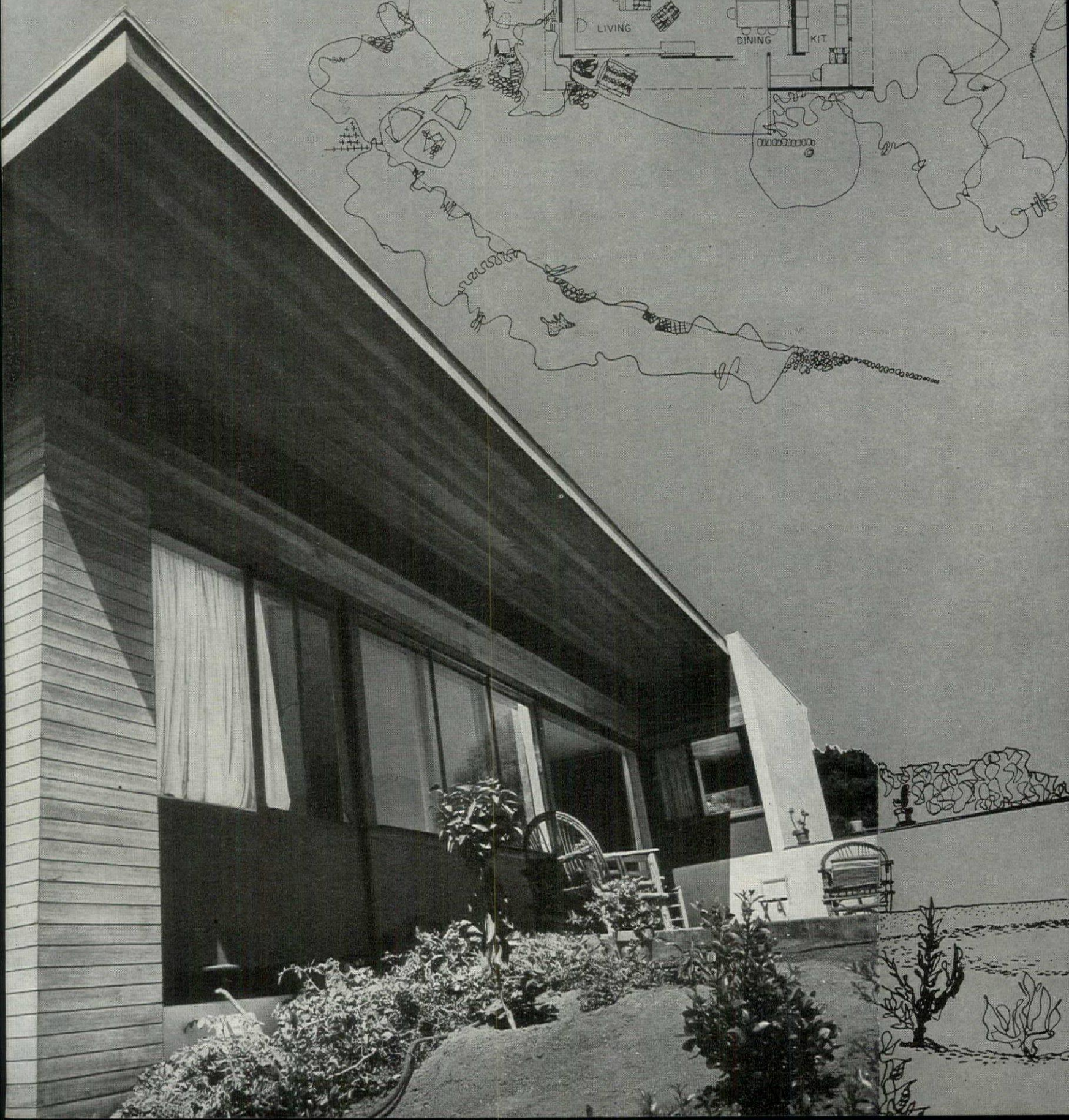
BELOW IS ENTRANCE, AT RIGHT: DINING ROOM



Leonard Delano









# 15. Reasonable first cost, simplicity of up-keep, shaped design of this small house

This compact house for a young couple with one child demonstrates once more Richard Neutra's skillful handling of residential design. The plan is a masterpiece of coherence and economy. Placed close to the street on a lot sloping sharply down to the southeast, the house commands a fine view of the chaparral-clad Santa Monica Mountains. The living room opens through a wide sliding door onto an outdoor sitting space confronting this fine panorama. One end of the main room serves as a dining recess, the other as writing room with two desk spaces and a library. The fireplace is at the center, opposite the main view, and has a comfortable sitting corner. The kitchen, more spacious than is common in moderate sized houses, is strategically placed between the living quarters, service yard and car shelter. A master bedroom and a child's room with extensive fenestration under an overhang complete the layout. The house is framed of wood and surfaced inside and out with plaster and redwood in Neutra's familiar idiom. The owner is building his own fitted and movable furniture, using details by the architect, who also outlined planting and landscaping. Floor area, 1,163 sq. ft.; cost \$11,500 in 1943.

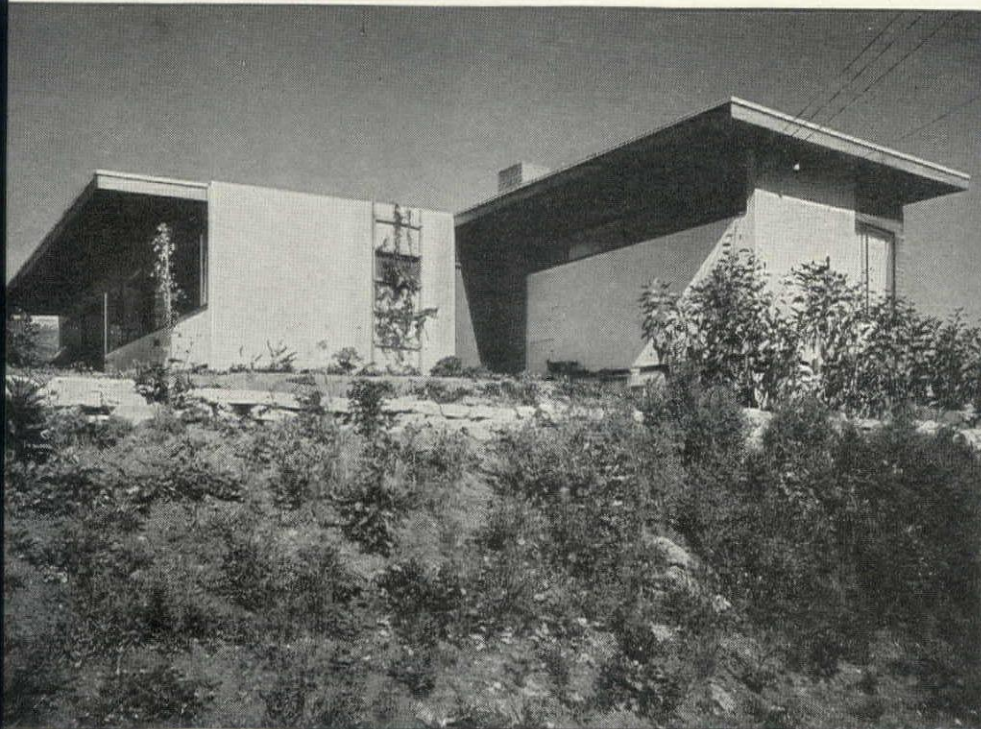
LOCATION: HOLLYWOOD, CALIF.

RICHARD J. NEUTRA, Architect

ERIC NELSON, General Contractor

CONSTRUCTION OUTLINE: Foundation—reinforced concrete, asphalt waterproofing. Partially concrete slab, partially wood joist construction over 24 in. airspace. STRUCTURE: Exterior walls—wood frame, plaster and redwood tongued and grooved; interior—plaster or plywood. Ceilings—plaster. ROOF—Pabco composition, The Paraffine Co.'s, Inc. INSULATION—aluminum foil, Reynolds Metals Co., Inc., or rockwool. SHEET METAL WORK—Armco, American Rolling Mill Co. WINDOWS: Sash—steel Fenestra, Fenestra Steel Products Co. Glass—plate and crystal sheet, Libbey-Owens-Ford Glass Co. WALL COVERINGS—Sanitas, Standard Coated Products Div., Inter Chemical Corp. PAINTS—Sherwin-Williams Co. HARDWARE—Richard Wilcox Mfg. Co. and Schlage Lock Co. ELECTRICAL INSTALLATION: Switches—Bryant Electric Co. Fixtures—Pryne & Co. BATHROOM FIXTURES—Crane Co. HEATING—Payne Furnace & Supply Co.

Julius Shulman

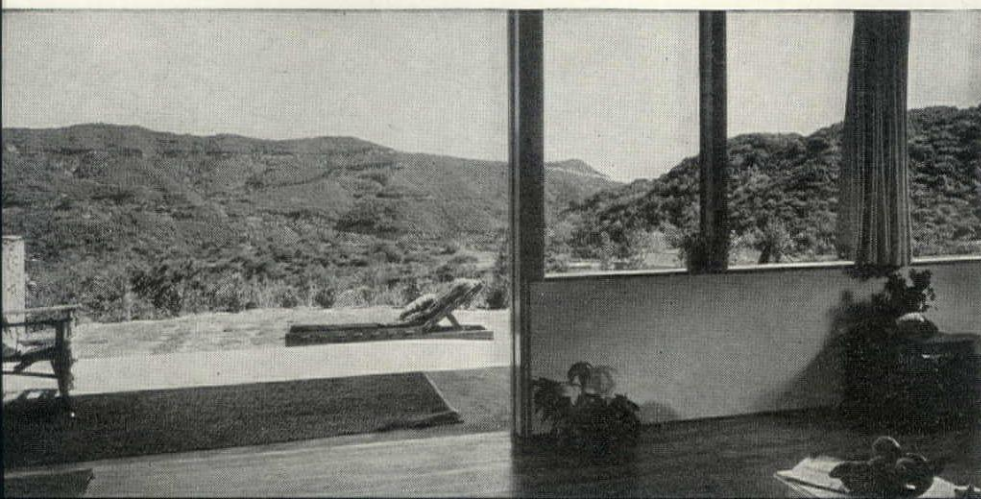
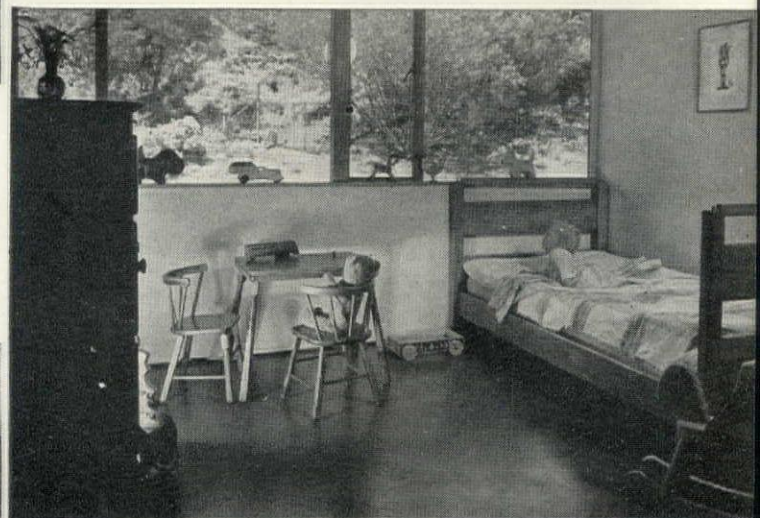


WIDE REDWOOD OVERHANGS PROTECT BOTH BEDROOM WINDOWS AND ENTRANCE DOOR



MASTER BEDROOM HAS OWNER-BUILT CASES, SCANT SUN

COMPACT CHILD'S ROOM IS HANDY TO KITCHEN AND BATH



SLIDING DOOR OPENS LIVING ROOM TO TERRACE AND FINE MOUNTAIN VIEW BEYOND

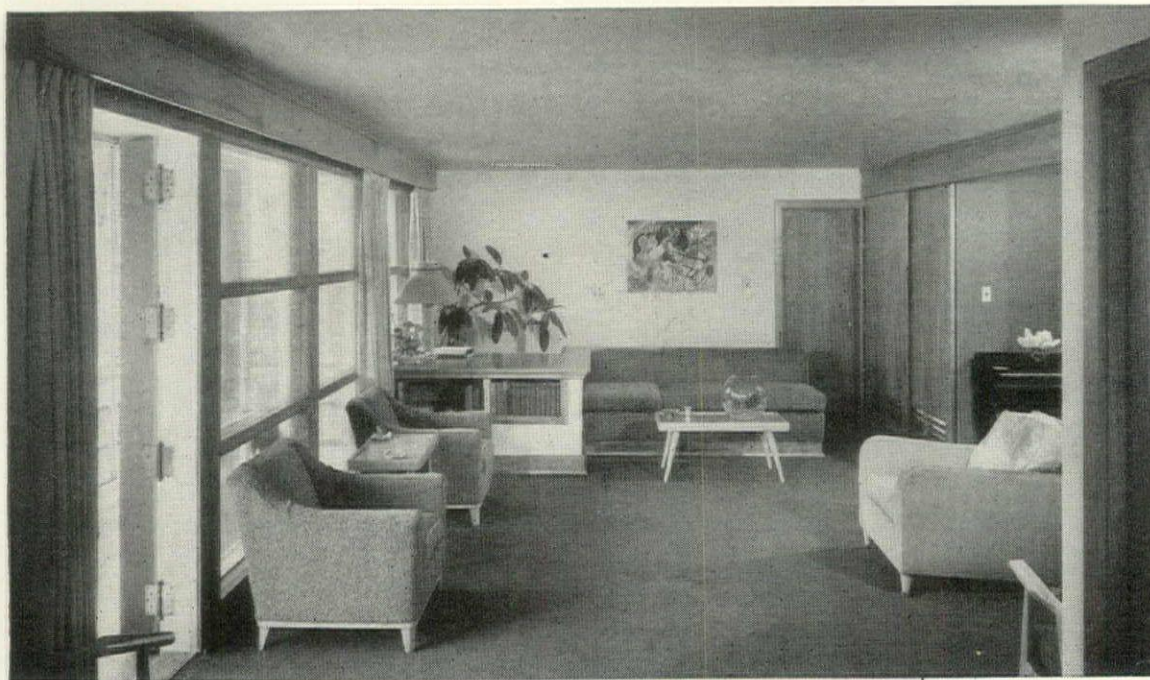




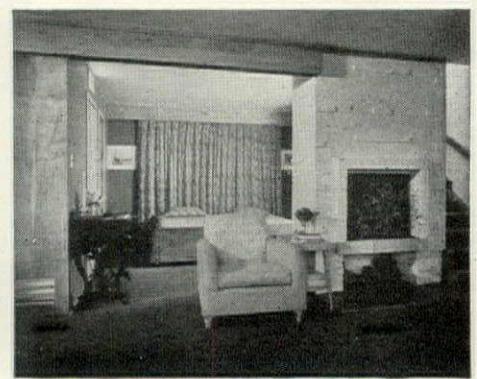
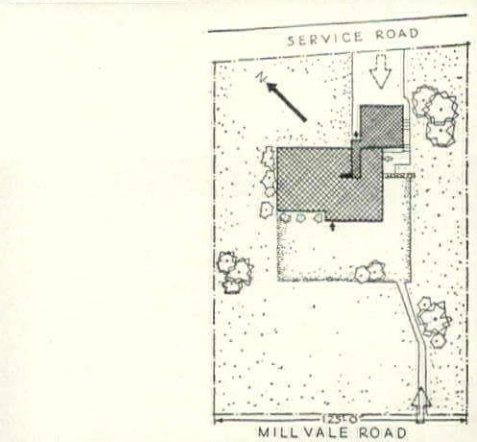
## 16. Architect's house

MAIN ENTRANCE, NOW ON UPPER LEVEL, WILL BE UNDER PORCH WHEN ROAD IMPROVEMENT IS COMPLETED

Richard Garrison



LIVING ROOM OPENS ON BALCONY WHICH OVERHANGS THE TERRACE AND OVERLOOKS A SLOPING LAWN

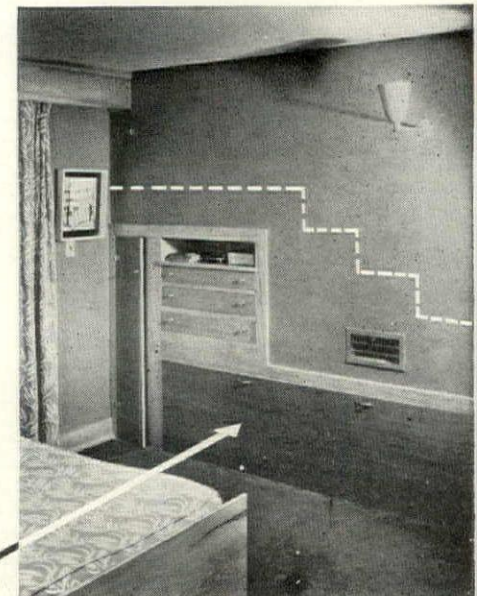


OPEN BEDROOM EXTENDS LIVING ROOM

A VIEW FROM LIVING ROOM SHOWING THE GLASS ENDED DINING AREA



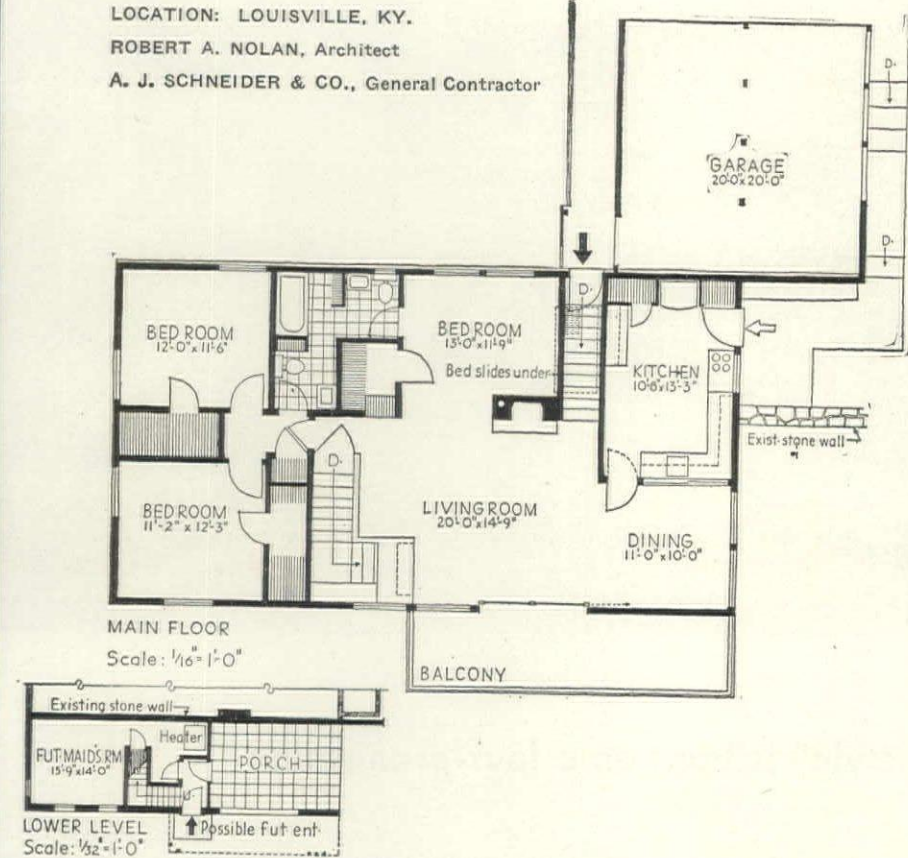
WHEN NOT IN USE  
BED IS STORED  
UNDER STAIRS





uilt on wall of old stable, is an example of alert site planning

LOCATION: LOUISVILLE, KY.  
ROBERT A. NOLAN, Architect  
A. J. SCHNEIDER & CO., General Contractor

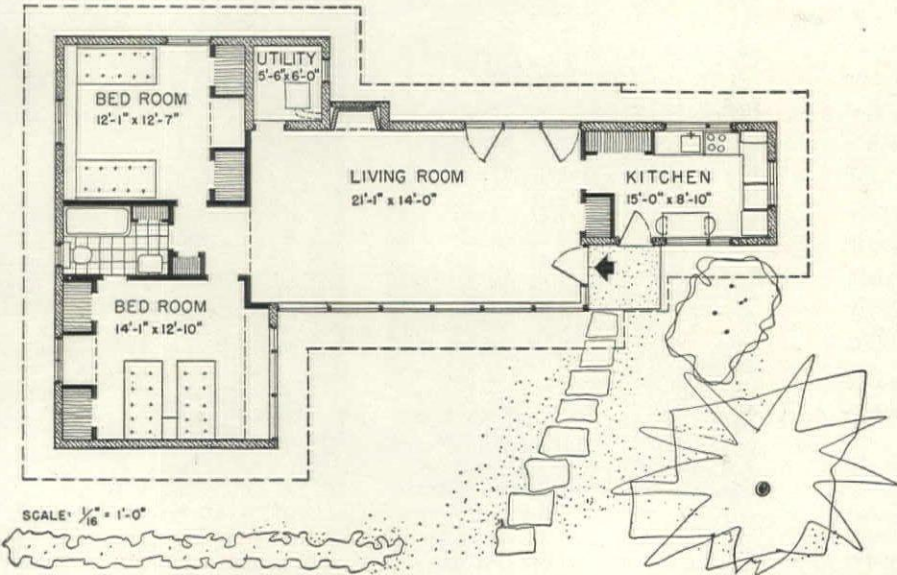


According to the owner-architect, this house "is known by the natives as the only house in these parts to have the garage on the third floor, the living room on the second floor, and the mailbox on the roof." Though literally true, this weird juxtaposition of facilities has a very good basis in sense. The plan was determined chiefly by three factors: the view south down the hillside and across into a valley; the hilly plot; and the immediate difficulty of deciding which side of the house would ultimately present the main entrance—due to the fact that at the time of building, the road at the low side was too narrow for parking but is to be widened in the future. The designer's deep personal knowledge of his family's needs characterizes the details of this house. Area, 2,323 sq. ft. Cost \$20,800 in 1947.

CONSTRUCTION OUTLINE: Foundation: Waterproofing—L. Sonneborne Sons, Inc. STRUCTURE: Exterior walls—plywood, sheathing; inside—studs, rockwool and plaster. ROOF—built-up, Johns-Manville Corp. INSULATION—Celotex Corp. and Armstrong Cork Co. SHEET METAL WORK—Reynolds Metals Co., Inc. WINDOWS: Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS: Carpet—Mohawk Carpet Co. Asphalt tile—Johns-Manville Corp. PAINTS—Sherwin-Williams Co. DOORS—Roddis Lumber Co. HARDWARE—Yale & Towne Mfg. Co. KITCHEN EQUIPMENT—General Electric Co. and Hotpoint, Inc. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—warm air system. Grilles—Minneapolis-Honeywell Regulator Co. Water heater—Ruud Mfg. Co.

17. The owner was his own general contractor and, in part, subcontractor on this job

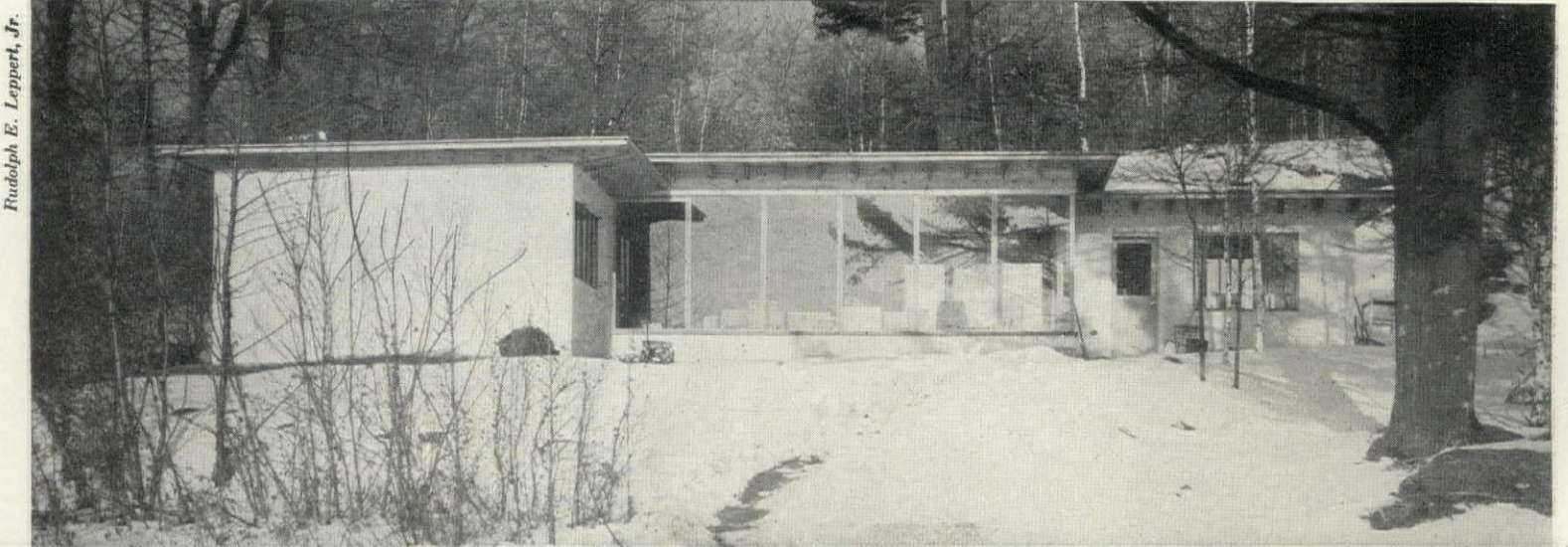
LOCATION: DOBBS FERRY, N.Y. ROBERT A. GREEN, Architect



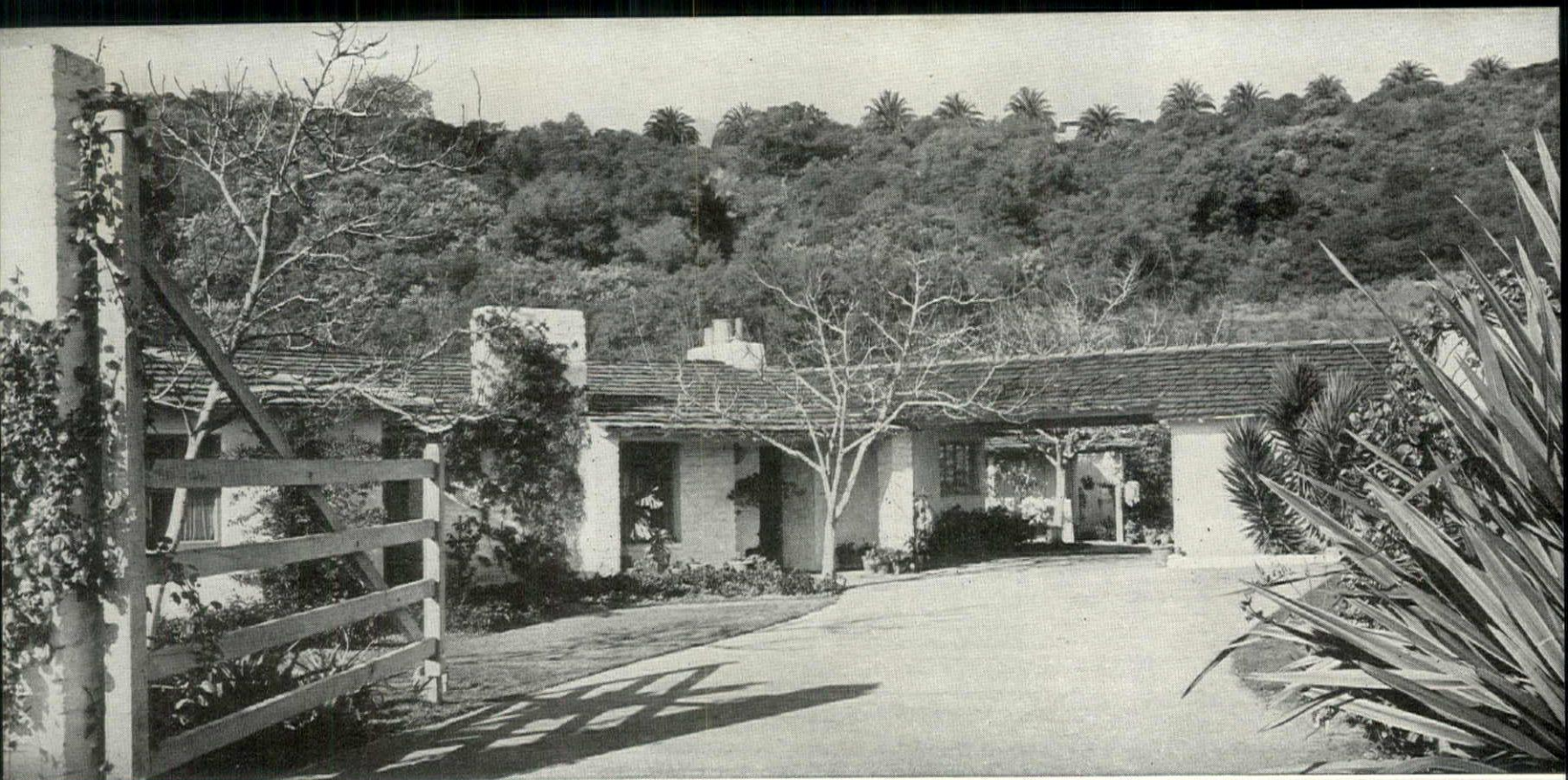
Here is an example of the livable cinder block and fixed-glass houses—partially owner-built—which have come up on many sites as fillings for the great housing cavity. The client had a pretty good idea of what he wanted and how much he wanted to spend when he approached the architect on Friday (he wanted to start construction the following Tuesday). The architect told him he would have to adjust one or the other of his basic ideas; but, not retreating on cost or size, the client decided to do the general contracting and much of the building, like laying the cinder block and pipe, and painting, himself. 13,000 cu. ft.

CONSTRUCTION OUTLINE: Structure: Exterior walls—Cinder block; inside—Wood furring, sheetrock and plaster, U. S. Gypsum Co. or Weldtex, U. S. Plywood Corp. ROOF—3-ply built-up, Johns-Manville. WINDOWS: Sash—steel, Detroit Steel Products Co. PAINTS—Pittsburgh Plate Glass Co. HARDWARE—Schlage Lock Co. KITCHEN EQUIPMENT: Range—American Stove Co. Refrigerator—General Electric Co. Washing machine—Bendix Home Appliances, Inc. BATHROOM FIXTURES—Richmond Radiator Co., Inc. Cabinets—Charles Parker Co. HEATING—radiant floor system, A. M. Byers Co. pipes. Boiler—Burnham Boiler Corp.

ONE FUNCTION OF ROOF OVERHANG IN THIS CASE IS KEEPING THE LARGE EXPANSE OF FIXED GLASS THAT FRONTS THE LIVING ROOM CLEAN







## 18. A big sprawling house in "ranch style" is built on a four-prong plan

LOCATION: WEST LOS ANGELES, CALIF.  
CLIFF MAY, Designer and Builder

Maynard L. Parker

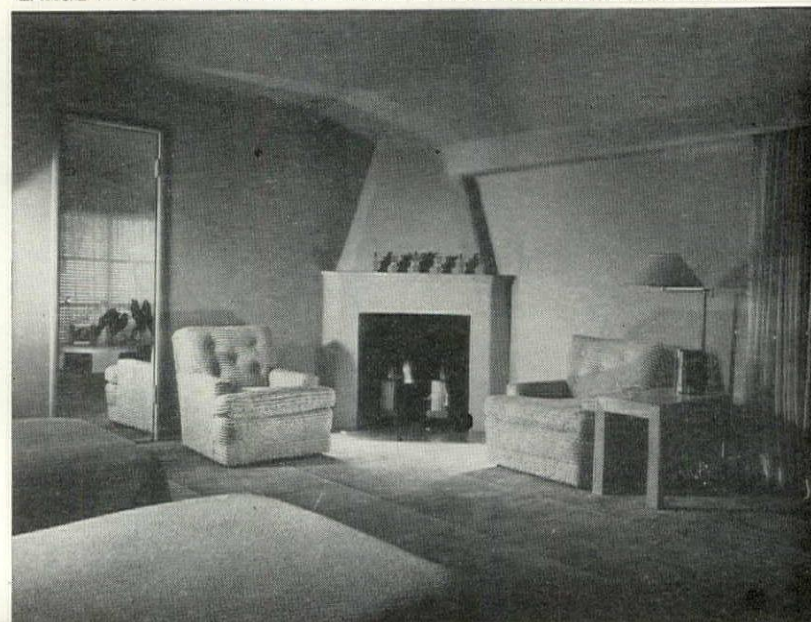
A sample of what the West means by "ranch style" house, this one was designed and built by one of its most successful protagonists. While the plan—on paper, at least—seems wickedly complicated, it certainly provides commodious areas for all the family's activities, each of which enjoys its own private wing. Stylistically, the house is reminiscent of traditional building in the southwest. However Mr. May was one of the first to discard all the hackneyed "Spanish" clichés so disastrously popular in the region during the Twenties and Thirties. Here there is very little detail—all surfaces are simple, woodwork held to a minimum and window sizes greatly increased. Together with its highly developed outdoor areas, usable the year round, the house provides a pleasant, expansive atmosphere. It was built in 1941 for the now incredible sum of only \$25,000. Floor area is 4,097 sq. ft.

**CONSTRUCTION OUTLINE:** Foundation: concrete, Colton Waterproofing Cement Co. **STRUCTURE:** Exterior Walls—stucco, boards and battens over studs; inside—plaster over plaster lath, U. S. Gypsum Co. Floors—concrete slab. **ROOF**—cedar shakes. **FIREPLACE:** Damper—Superior Fireplace Co. **SHEET METAL WORK**—Armco, American Rolling Mill Co. **WINDOWS:** Sash—steel. Glass—double strength, quality B, Libbey-Owens-Ford Glass Co. **FLOOR COVERINGS:** Main rooms—carpet, Bigelow-Sanford Carpet Co. Kitchen—linoleum, Armstrong Cork Co. Bathrooms—tile, Gladding, McBean & Co. **PAINTS**—Sherwin Williams Co. **ELECTRICAL INSTALLATION:** Wiring—General Electric Co. Fixtures—Empire Lighting Manufacturing Co. **KITCHEN EQUIPMENT:** Refrigerator—Frigidaire Sales Div., General Motors Corp. Washing machine—Bendix Home Appliances, Inc. **BATHROOM EQUIPMENT**—American Radiator-Standard Sanitary Corp. **PLUMBING:** Pipes—Youngstown Steel Products Co. **HEATING**—forced hot air system, gas fired, Hammel Radiator Manufacturing Co. Water heater—Mission Water Heater Co.



ARBOR AND OLIVE TREE SHADE WALLED AND PAVED BEDROOM PATIO

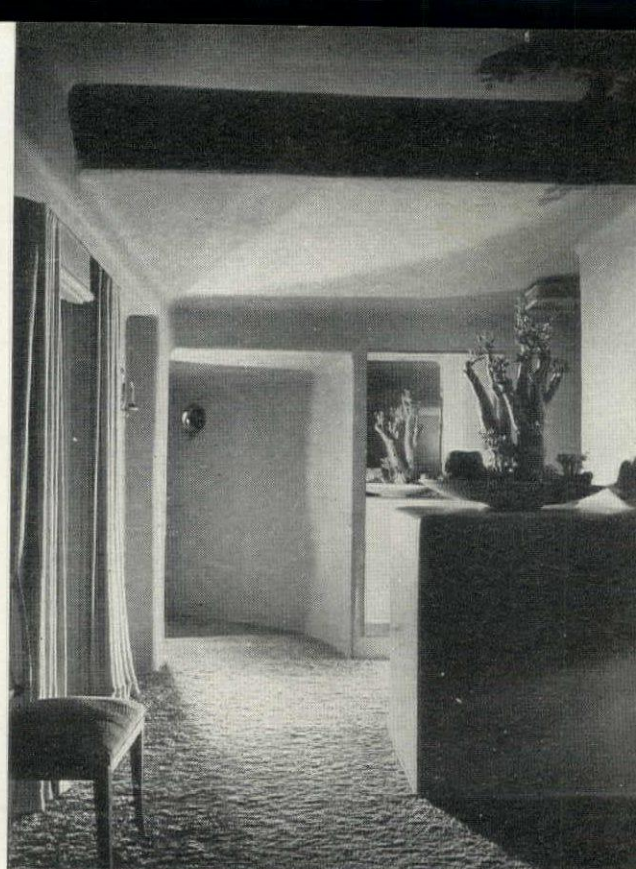
LARGE MASTER BEDROOM HAS FIREPLACE, BATH, A DRESSING ROOM



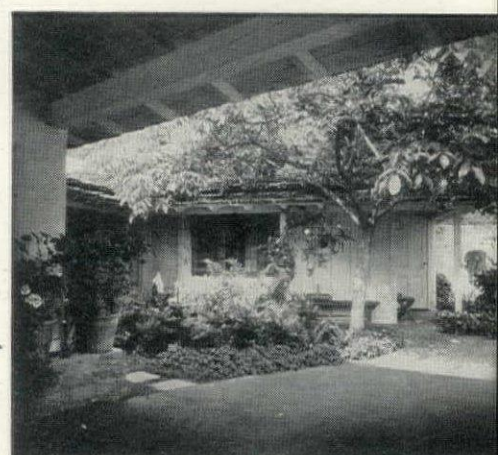
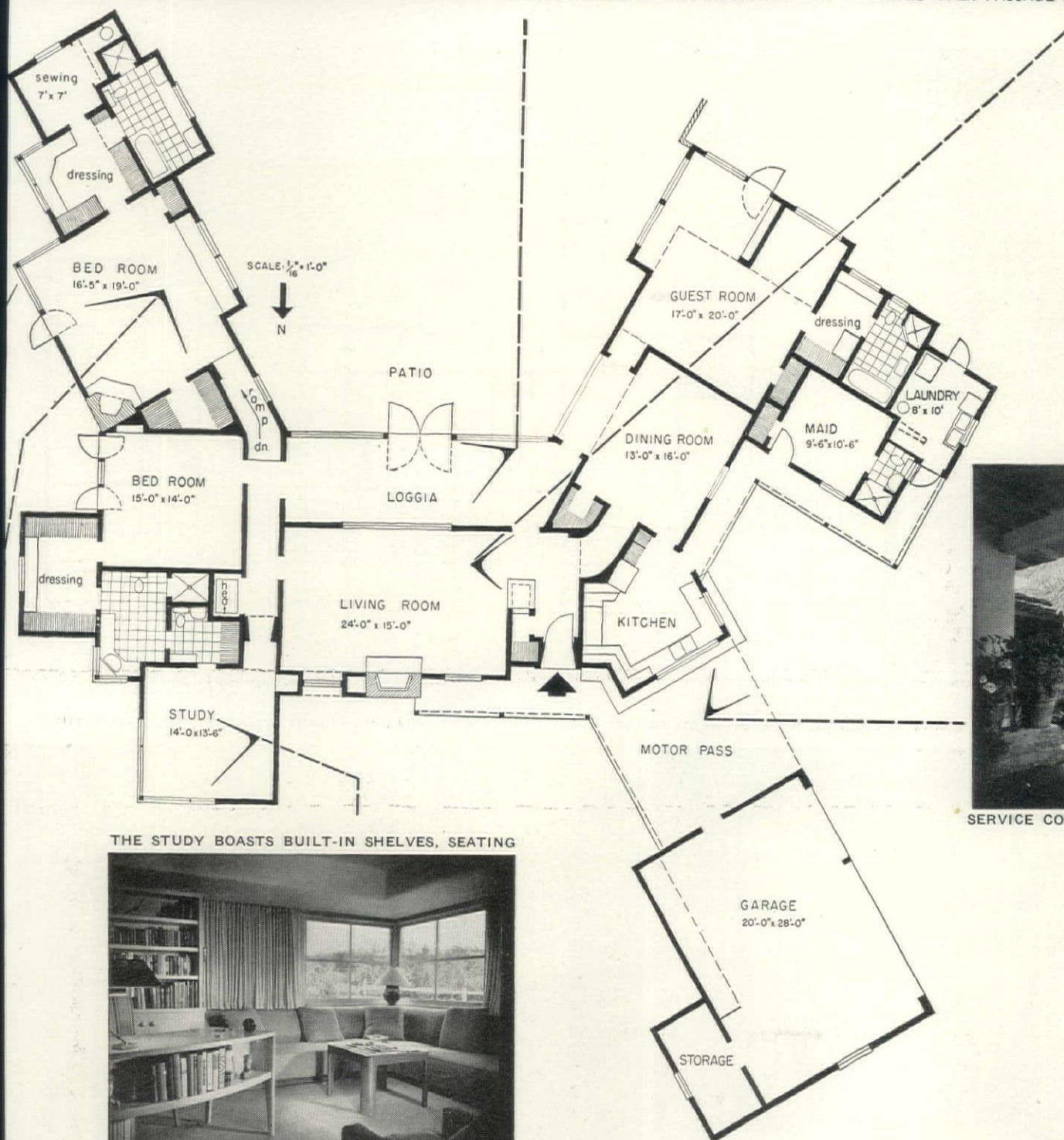




LOGGIA FACES SOUTH, ACROSS PATIO. BEDROOM WING LIES AHEAD, LIVING ROOM AT LEFT

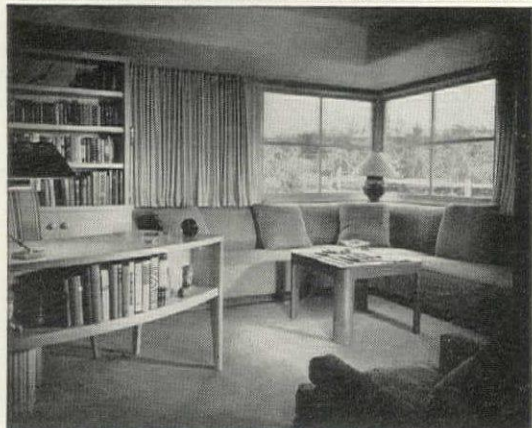


CURVED OPEN PASSAGE LEADS TO THE DINING ROOM

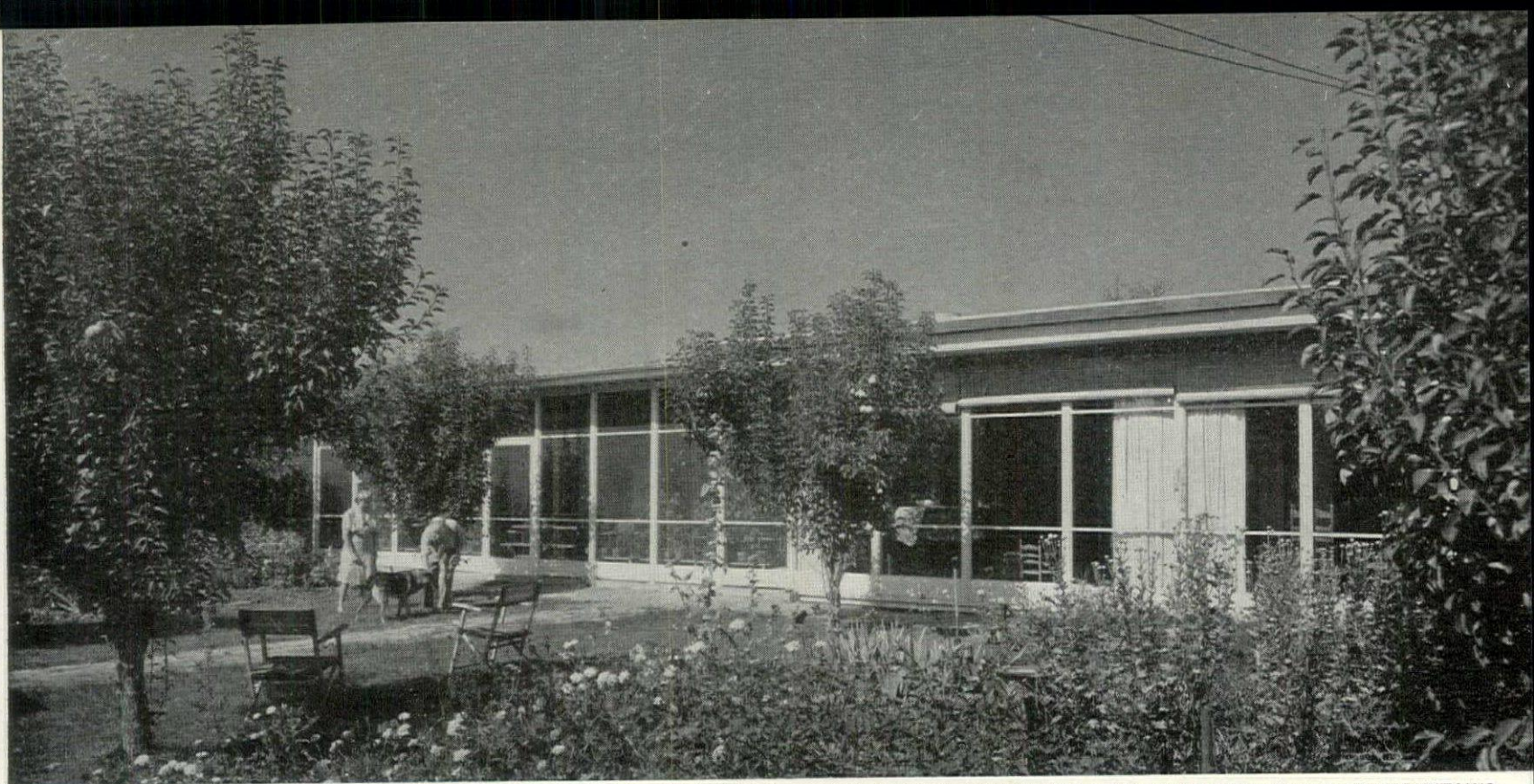


SERVICE COURT IS WELL LANDSCAPED

THE STUDY BOASTS BUILT-IN SHELVES, SEATING

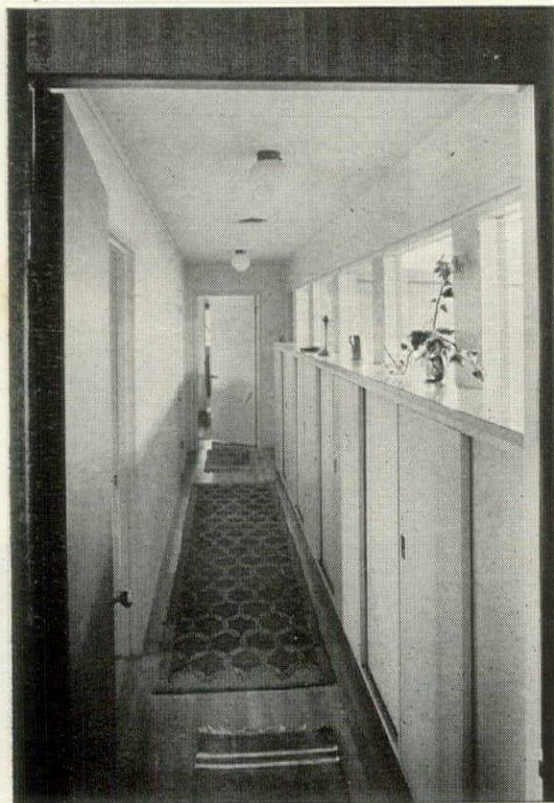




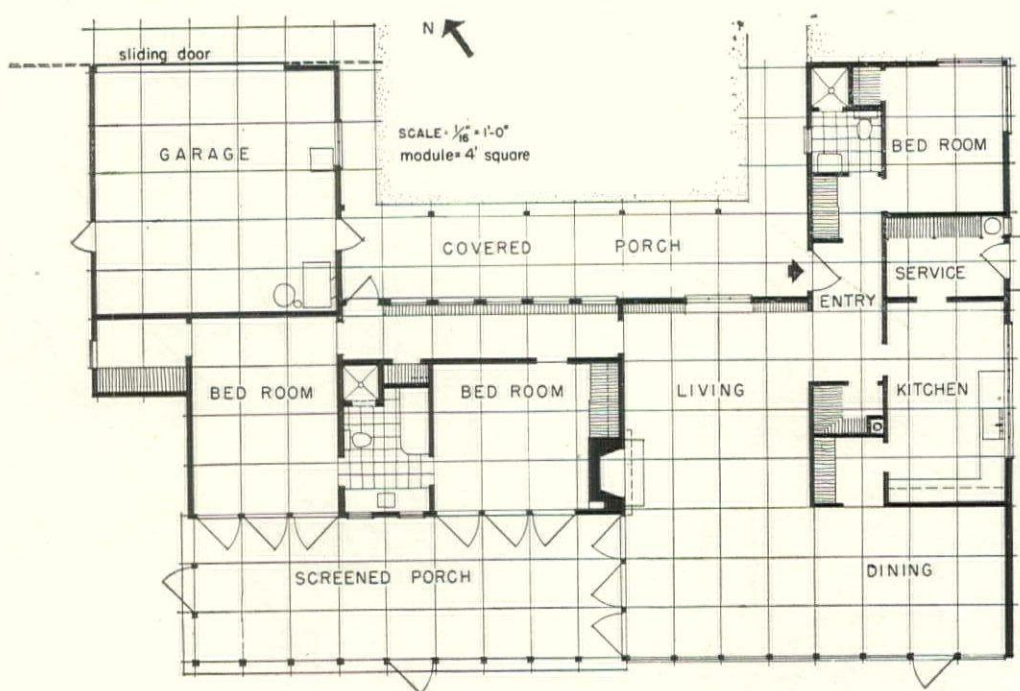


HERE EVERY MAJOR ROOM IN THE HOUSE OPENS ONTO A BIG SCREENED PORCH, ENJOYS SOUTH EXPOSURE, PRIVATE GARDEN AND A VIEW OF MOUNTAINS

*Roger Sturtevant*



CONTINUOUS CUPBOARDS LINE THE BEDROOM HALL

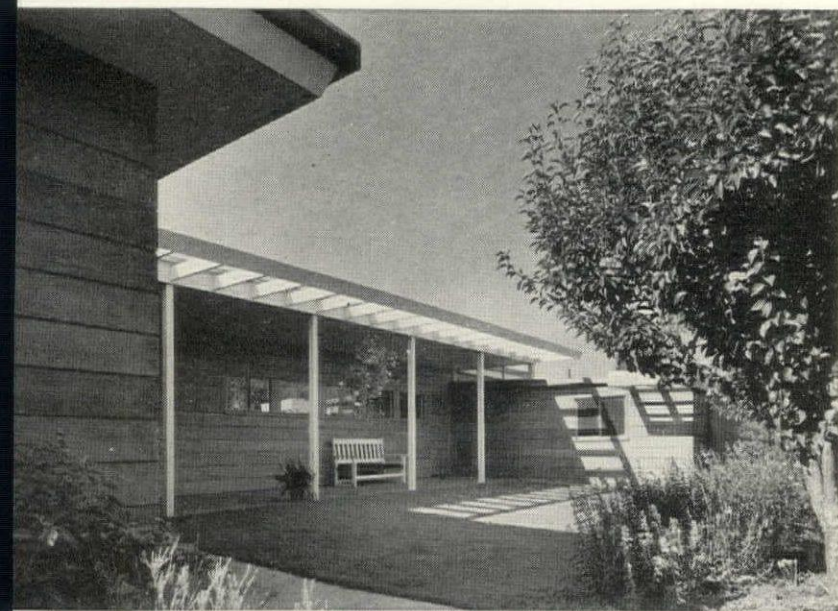


ORIGINALLY ROOFLESS, SCREENED PORCH WAS ROOFED BECAUSE OF HEAT, GLARE, RAIN. DINING ROOM HAS MAHOGANY WALLS, ANTIQUE FURNITURE





## 19. Single story house uses big porch to make most of level interior lot



LOCATION: MENLO PARK, CALIF.

TIMOTHY L. PFLUEGER (deceased), Architect

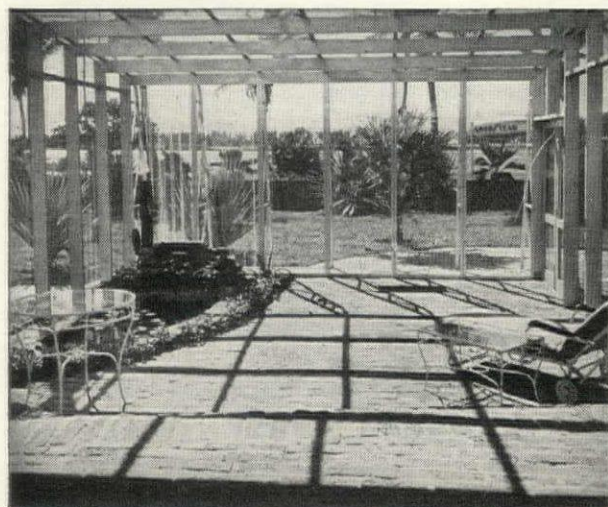
This handsome house in a suburban town south of San Francisco is placed on a level interior lot whose assets—aside from the climate—included some well-established fruit trees, a southern exposure at the rear and a fine view of the Coastal Range some two miles away. The house was designed to make the most of these advantages, and does so with the easy grace which is a hallmark of the best houses of the region. Placed across the front of the plot, with its garage, circulation and services concentrated along the street front, the house thus turns all its main living areas toward the garden. A huge screened porch (bottom, facing page) serves both for living and for sleeping on hot nights. The interiors have been deliberately kept quite simple as a background for the owners' collection of old Dutch furniture and paintings. Incredible as it now seems, this house, with a floor area of 2,445 sq. ft., cost only \$11,600 in 1941.

## 20. Tropical house with aluminum screened porch for outdoor living

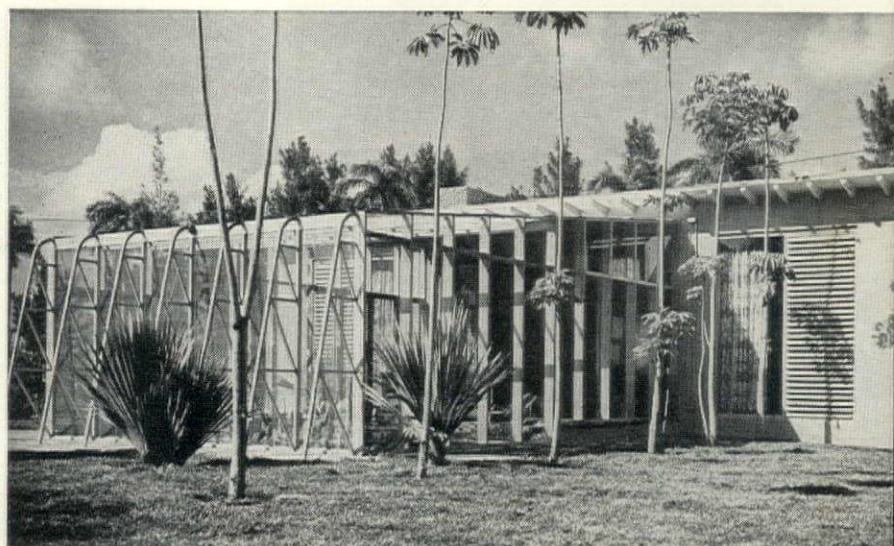
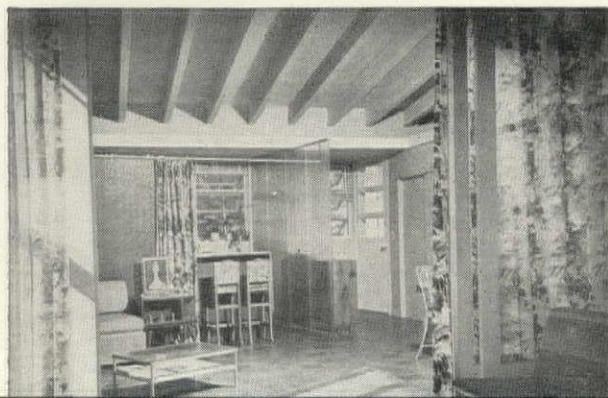
LOCATION: MIAMI, FLA. IGOR POLEVITZKY, Architect

In this house the familiar "screened porch" has been extended to its logical conclusion—an airy, large (19 x 30 ft.) cage, framed of aluminum, screened in stainless steel mesh and "roofed" with a sliding aluminum awning which is parked under the eaves when not in use. Placed at the rear of a small masonry house, where it gets the full impact of the cool southeast summer breezes, this outdoor living room makes a year round house of what might otherwise be only a winter vacation cottage. Floor area, 1,230 sq. ft.; cost \$16,000 in 1947.

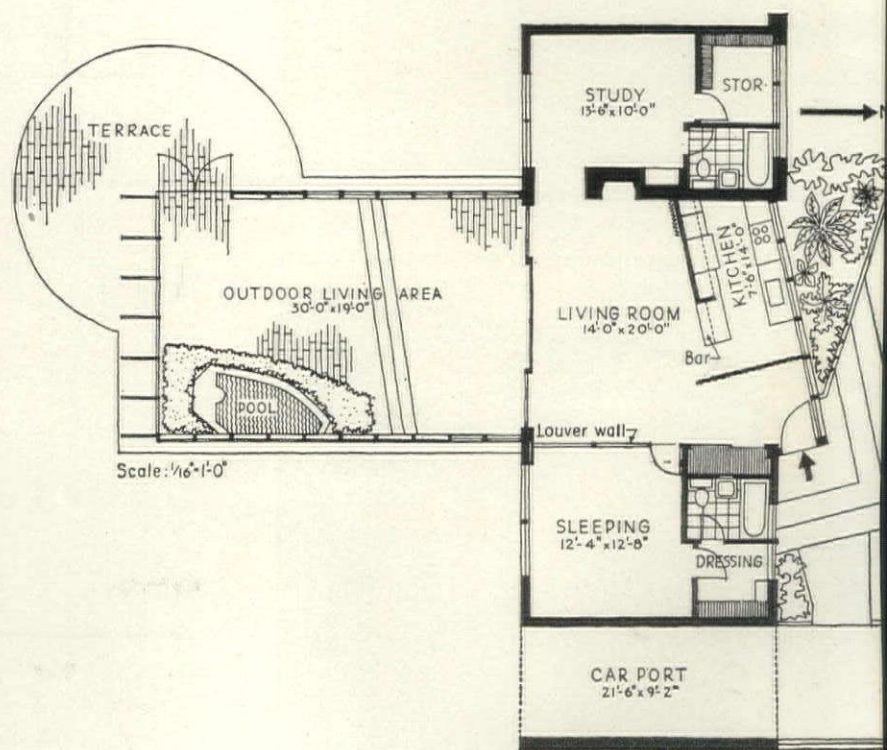
Jan Hankowski



BRICK-PAVED OUTDOOR LIVING ROOM HAS LILY POOL



ALUMINUM CAGE IS DESIGNED FOR CORROSION AND HURRICANE-RESISTANCE





# 21. In the state of California, lemon groves and houses like this are equally at home

The California climate, as has been said before, has much to recommend it. And so, seemingly, does the California client, as indicated in this and many other examples of his choice of houses. The brand of architecture can't be the result of just the weather, because in many other parts of the world with climates which are almost as equable, there are still little more than the beginnings of such as appropriate background for living within and without walls. This airy house has a large, extroverted living-room whose glass side is only a slight barrier between the room and the terrace, which in turn gives way to a lawn and a nicely scaled grove of lemon trees. A fairly big house, though not quite of swimming pool stature, it is planned without penury, with a good sized, service area and a well defined bedroom wing in balance on the other side of the big living room. Much sunlight; much air; much simple use of light materials. Size 30,000 cu. ft. Cost, \$36,000 in 1947.

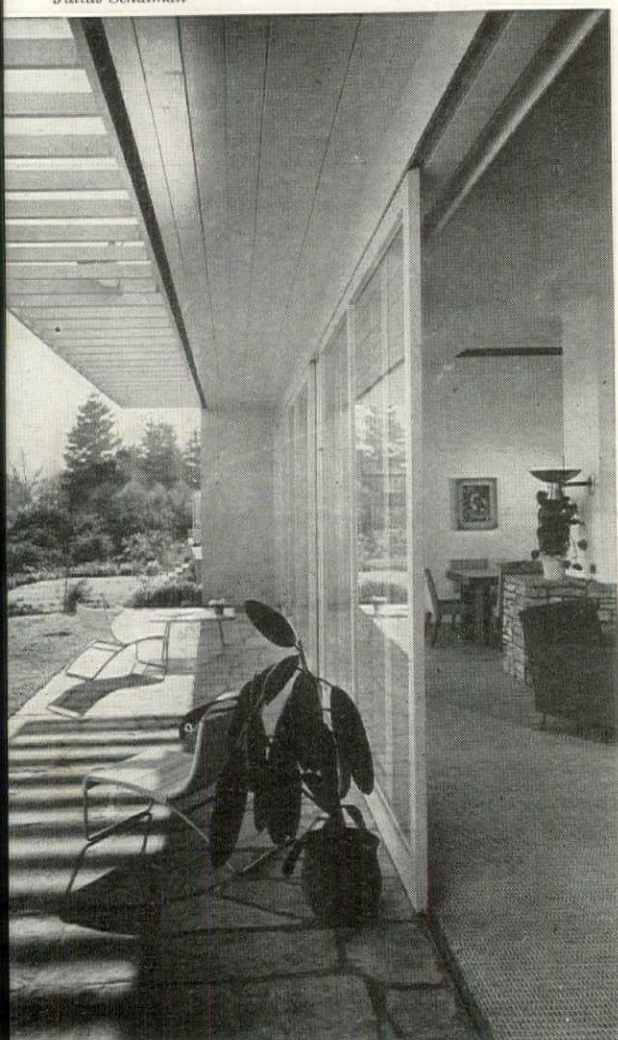
Julius Schulman

LOCATION: PACIFIC PALISADES, CALIF.

J. R. DAVIDSON, Designer

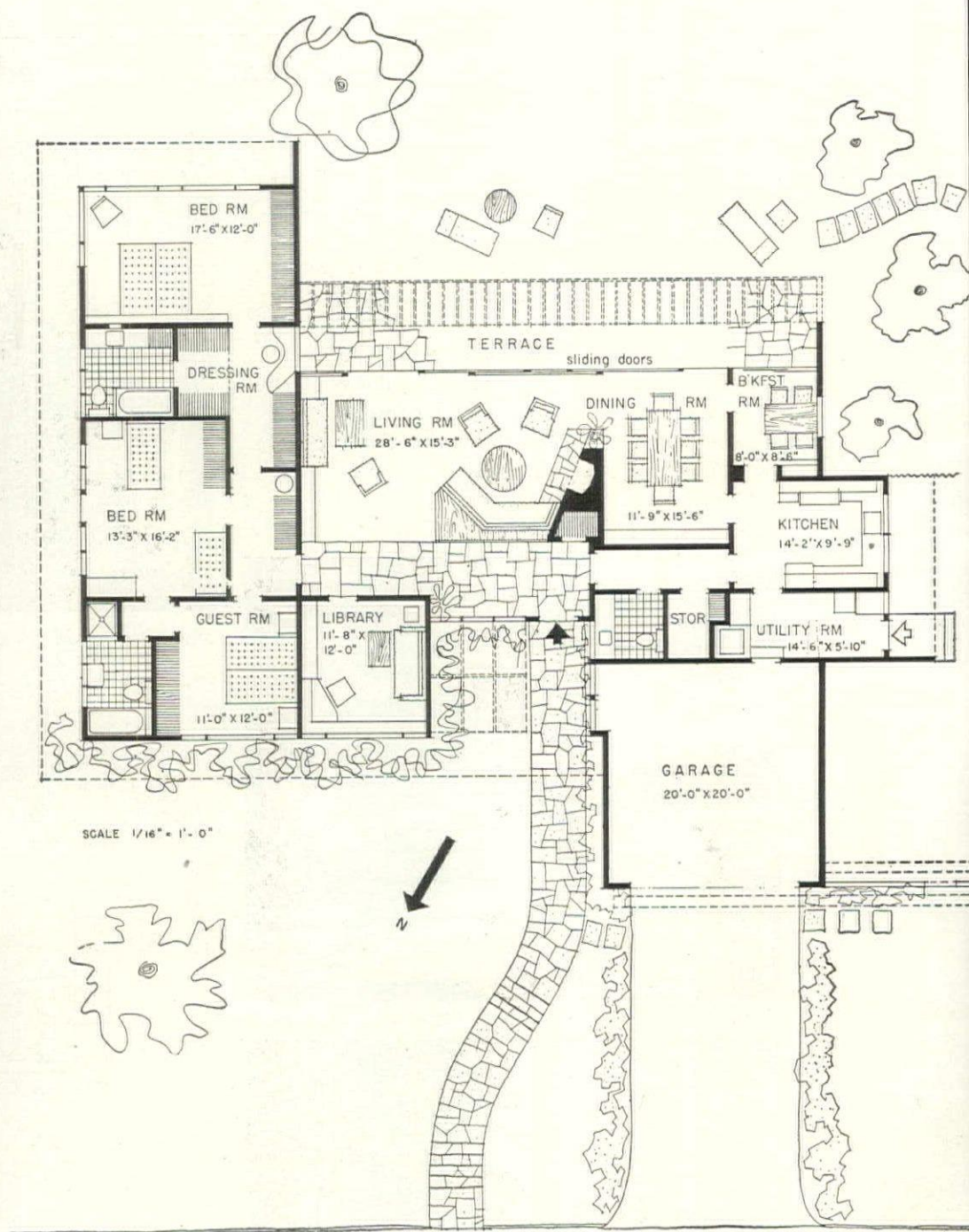
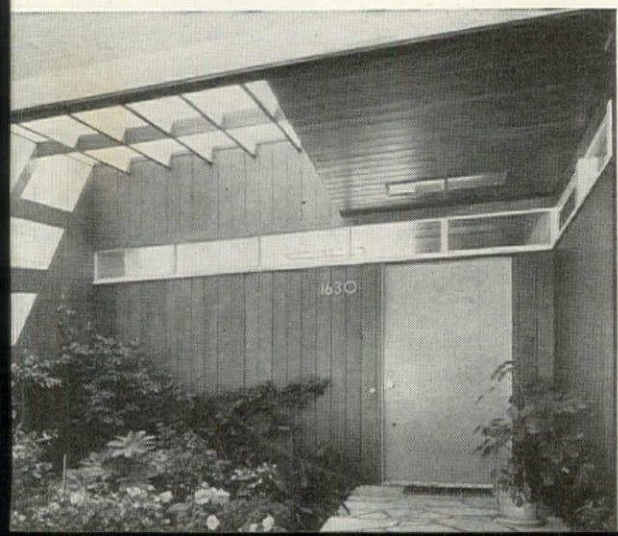
S. S. KAPLAN, General Contractor

CONSTRUCTION OUTLINE:—Foundation—concrete. STRUCTURE: Exterior walls—stucco, lath, paper; inside—gypsum lath, U. S. Gypsum Co. and plaster. ROOF—Pabco mineral surfaced capsheet, The Paraffine Co.'s Inc. INSULATION: Attic floor—Kimsul, Kimberly-Clark Corp. WINDOWS: Glass—Libbey-Owens-Ford Glass Co. Weatherstripping—Chamberlin Metal Weather Strip Co. FLOOR COVERINGS: Carpets—Klearflex Co. and Adamo Carpet Co. Rubbertile—Goodyear Tire & Rubber Co. WALL COVERINGS: Bathrooms—Marlite, Marsh Wall Products Co. PAINTS—Sherwin-Williams Co. HARDWARE—P. & F. Sargent. KITCHEN EQUIPMENT: Range and refrigerator—General Electric Co. Fan—Pryne & Co. Washing machine—Bendix Homes Appliances, Inc. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. HEATING—radiant panel system, cast iron pipes, A. M. Byers Co. Boiler—Crane Co. Thermostat—Sarco Co., Inc.

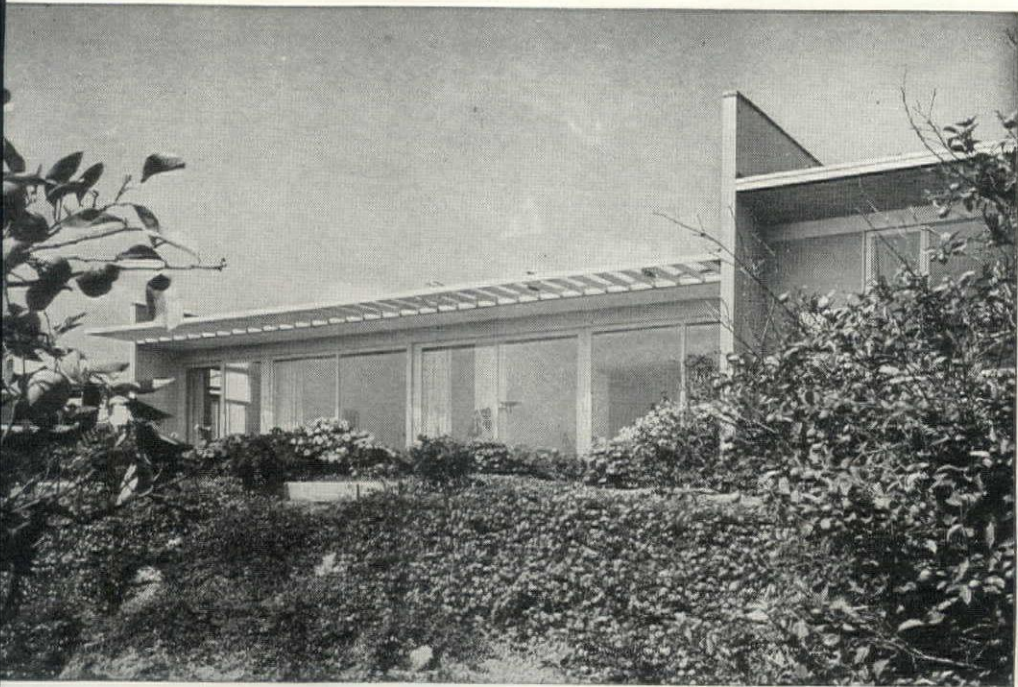


SLIDING GLASS WALL OPENS PART OF LIVING ROOM

FINE USE OF WOOD DIGNIFIES ENTRANCE APPROACH







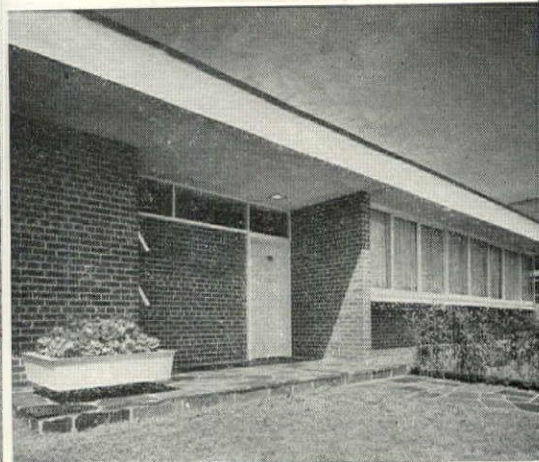
ABOVE, REAR VIEW OF THE HOUSE: TO RIGHT, PHOTOS OF LIVING AND DINING SPACE



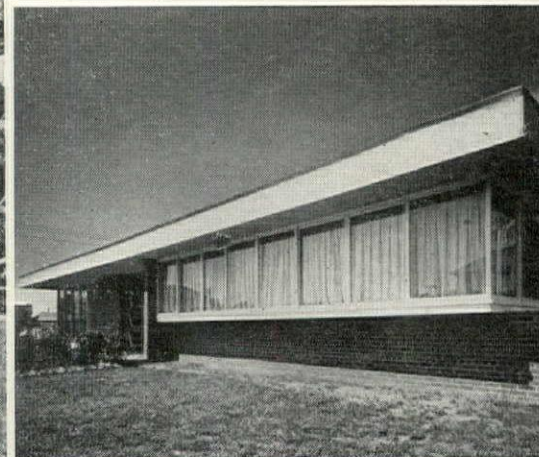
VISTA FROM INSIDE CORNER SHOWS THE LUXURIOUS AND LIMITLESS CHARACTER OF THE BIG LIVING ROOM



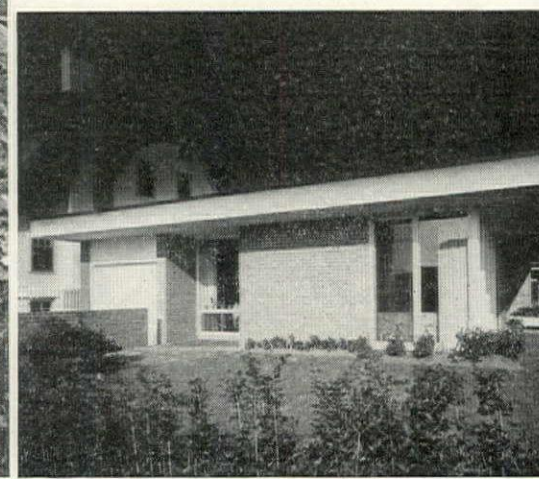




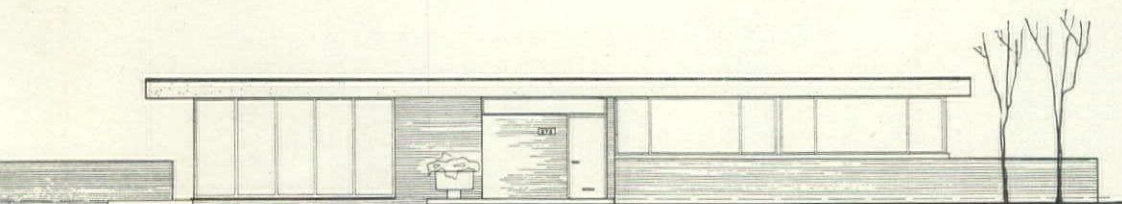
DRAMATIC ENTRANCE WAY IS AT CENTER



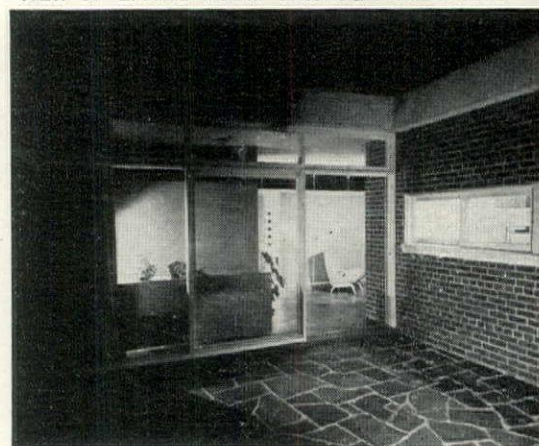
BEDROOM WINDOWS ARE CANTILEVERED



LARGE WINDOWS ARE PLACED AT THE FRONT OF THE HOUSE FOR SOUTHERN ORIENTATION. SIDE WALL OF DINING AREA IS ALSO GLAZED (ABOVE)



VIEW OF LIVING ROOM THROUGH THE PATIO





# 22. The California patio comes to Long Island in a one-story house for a city lot.

What can be accomplished within the rigid limits of the building code is here excellently illustrated. A corner lot in a built-up residential section had been so strictly zoned that the building area was a mere 35 x 65 ft. rectangle. However, the clients, having lived for 17 years in a center-hall Colonial house, demanded a one-story layout without stairs. In a minimum ground area the architect has managed to provide a three bedroom house with an interior patio assuring outdoor privacy in spite of near neighbors. The organization of the house works to perfection. A central entranceway provides direct access to every room. The core of entrance and patio acts as a buffer between sleeping and living areas. To create the illusion of a larger house several tricks were employed: cantilevering the bedroom window wall into the restricted area, thus adding 2 ft. to the upper room dimension; extending garden walls from the house at window height; using a wide, continuous roof overhang to harmonize the entire composition. Cost \$30,000 in 1947. Floor area 1,937 sq. ft.

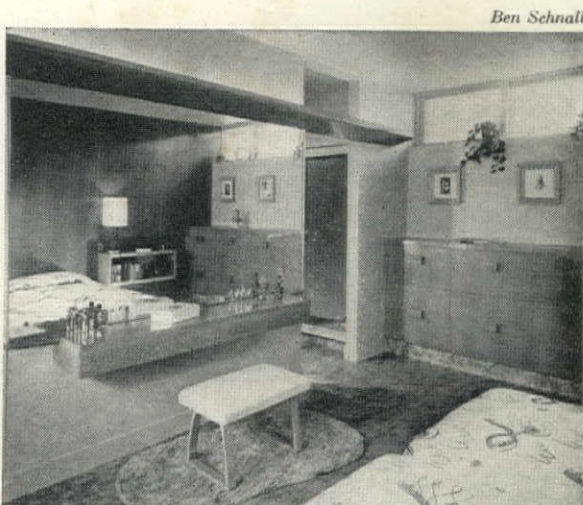
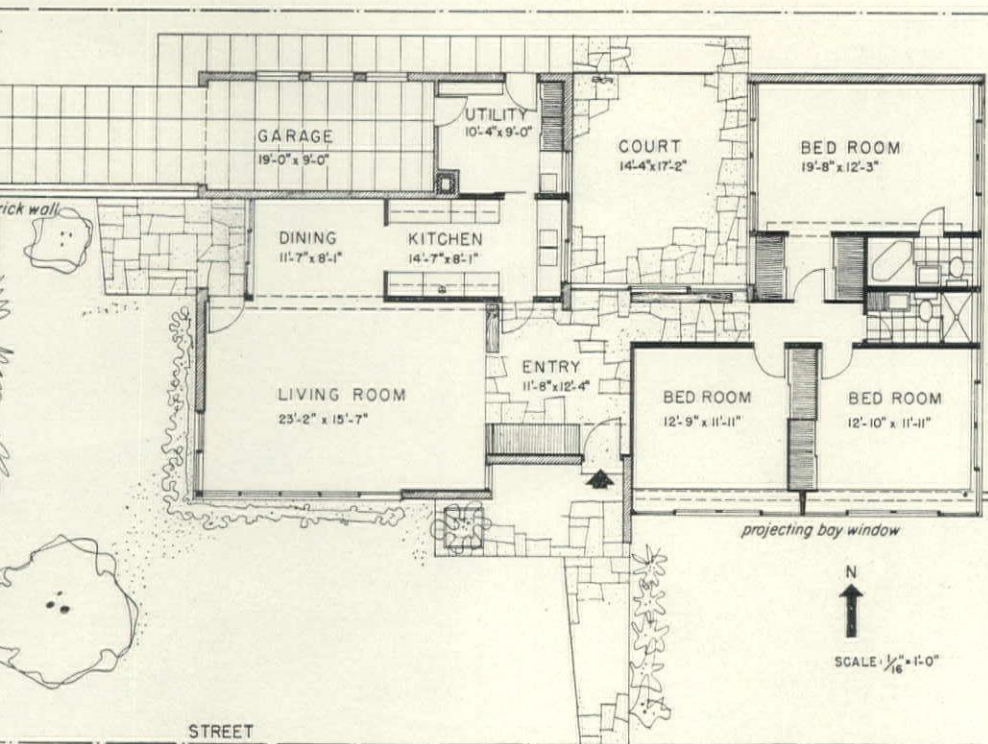
LOCATION: LONG BEACH, L. I.

SEYMOUR R. JOSEPH, Architect

SLOCUM & FULLER, Radiant Heating Engineers

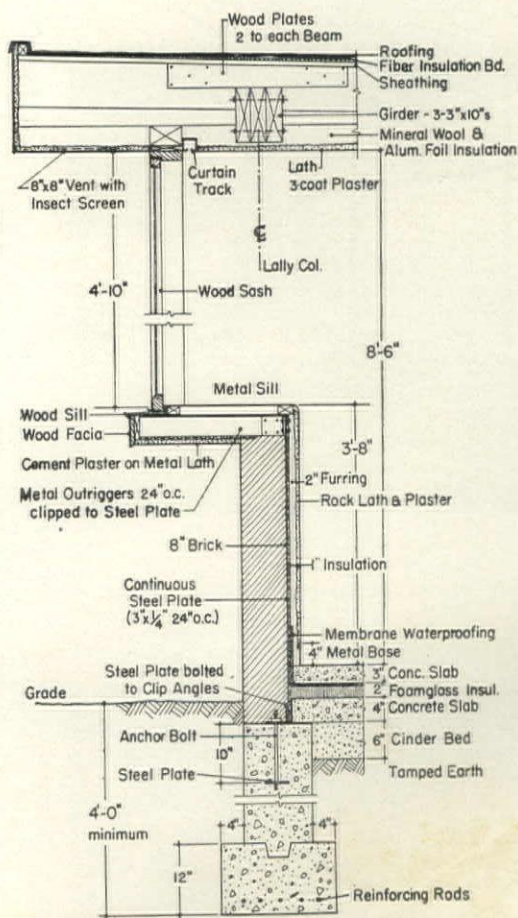
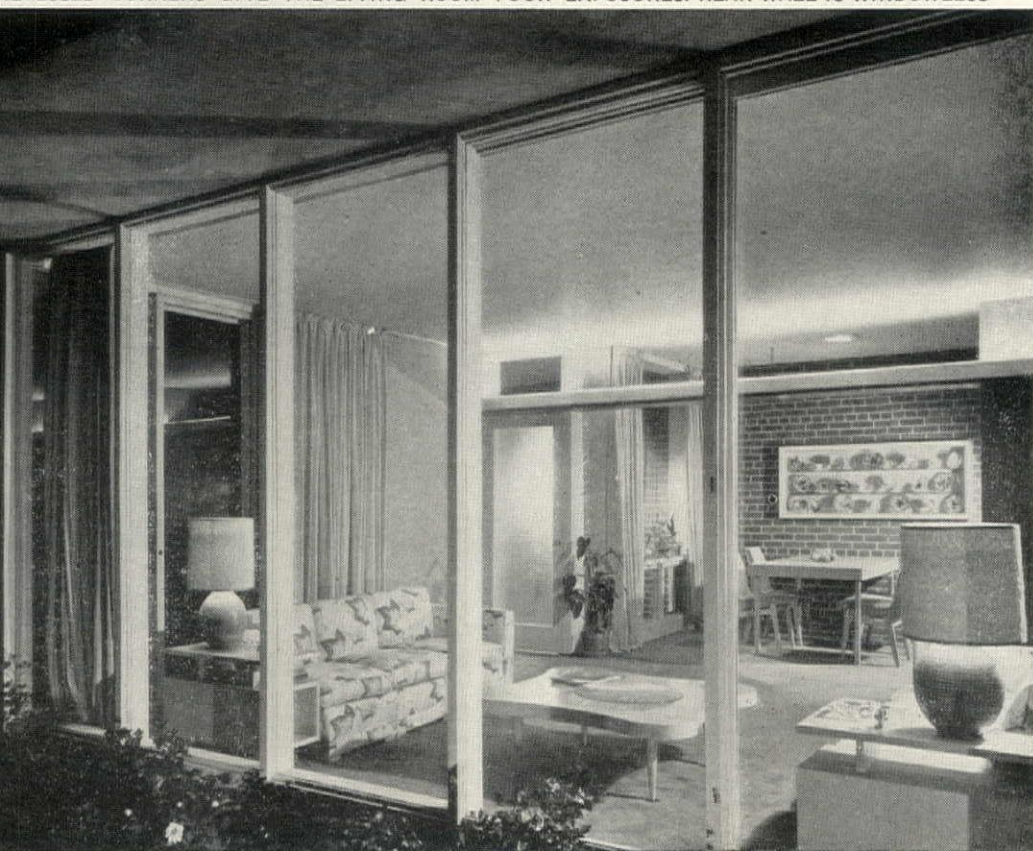
VITO D'AURIA, General Contractor

CONSTRUCTION OUTLINE: Exterior Walls—8 in. brick; inside—rocklath and plaster, U. S. Gypsum Co., or plywood, U. S. Plywood Co., or brick finish. ROOFING—Barrett Co. INSULATION—U. S. Gypsum Co. and Celotex Corp. WINDOWS: Glass—Pittsburgh Plate Glass Co. PAINTS—Sherwin-Williams Co. and Atlantic Lead Co. DOORS—Roddie Lumber & Veneer Co.; Modernfold by New Castle Products. Garage Doors—Berry Door Co. HARDWARE—Schlage Lock Co. ELECTRICAL FIXTURES—Sylvania Electric Products Co. and Gotham Lighting Corp. KITCHEN UNIT—General Electric Co. Range—Chambers Mfg. Co. HEATING—radiant hot water, copper coils, Chase Brass & Copper Co.



BEDROOM'S BUILT-IN FURNITURE SAVES SPACE

RECESSED CORNERS GIVE THE LIVING ROOM FOUR EXPOSURES. REAR WALL IS WINDOWLESS





## 23. This house for a young family is zoned for amicable parent-child relations

Designed by the architect for his own family, this house is one of several which he is building in a small subdivision. (Also designed and developed by the architect, this subdivision is restricted to families *with* small children.) Like the others, Mr. Smith's house is fitted to an eastern slope: this provides morning sunshine, minimizes hot afternoon sun and a sharp winter wind from the southwest. The long (92 ft.) plan is "zoned" for various activities. Thus a workshop, darkroom and toilet occupies an isolated spot at the north end; living, dining and study areas are placed in the center; and the southern end is largely given over to the children. Here is a layout which most young mothers would envy; a big sunny playroom opening onto a big enclosed terrace—both areas controlled from the kitchen; bedrooms (including closets) for each child; storage space for toys; and a children's bath. Floor area, 2,314 sq. ft.

LOCATION: LAFAYETTE, CALIF.

SEWALL SMITH, Architect

CONSTRUCTION OUTLINE: Structure: Exterior walls—Stucco or redwood; inside—plywood, U. S. Plywood Corp., plaster or redwood boards. Floors—asphalt tile finish, Johns-Manville. FIREPLACE: Damper—Donley Bros. SHEET METAL WORK—American Rolling Mill Co. WINDOWS: Sash—wood. Glass—crystal sheet, Libbey-Owens-Ford Glass Co. FLOOR COVERINGS: Kitchen—linoleum, Armstrong Cork Co. ELECTRICAL FIXTURES—Baylis Lighting Co. KITCHEN EQUIPMENT: Range—General Electrical Co. Refrigerator—Frigidaire Div. General Motors Corp. LAUNDRY EQUIPMENT: Washing machine—Bendix Home Appliances, Inc. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. and Kohler Co. Cabinets—Miami Cabinet Div., Philip Carey Co. HEATING—radiant system, copper coils, Revere Copper & Brass, Inc.

Philip Fein



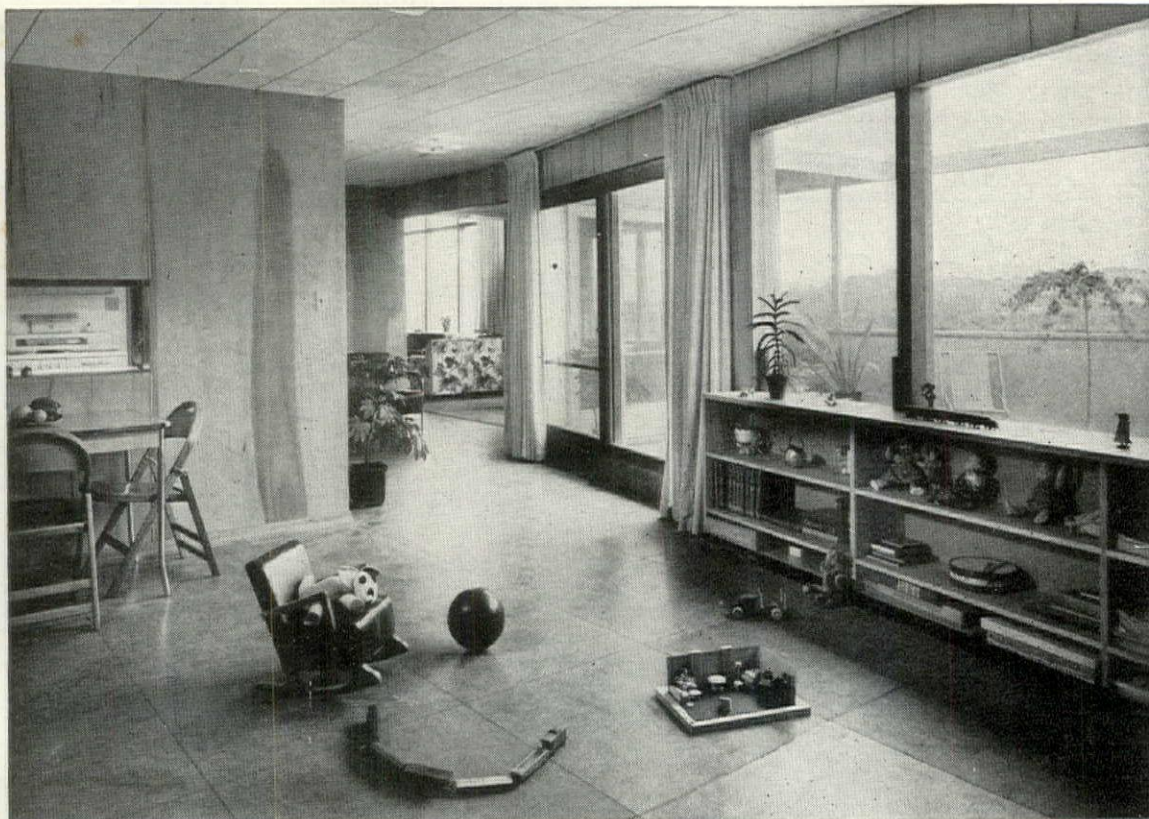
THE ENTRY GETS DAYLIGHT FROM ABOVE



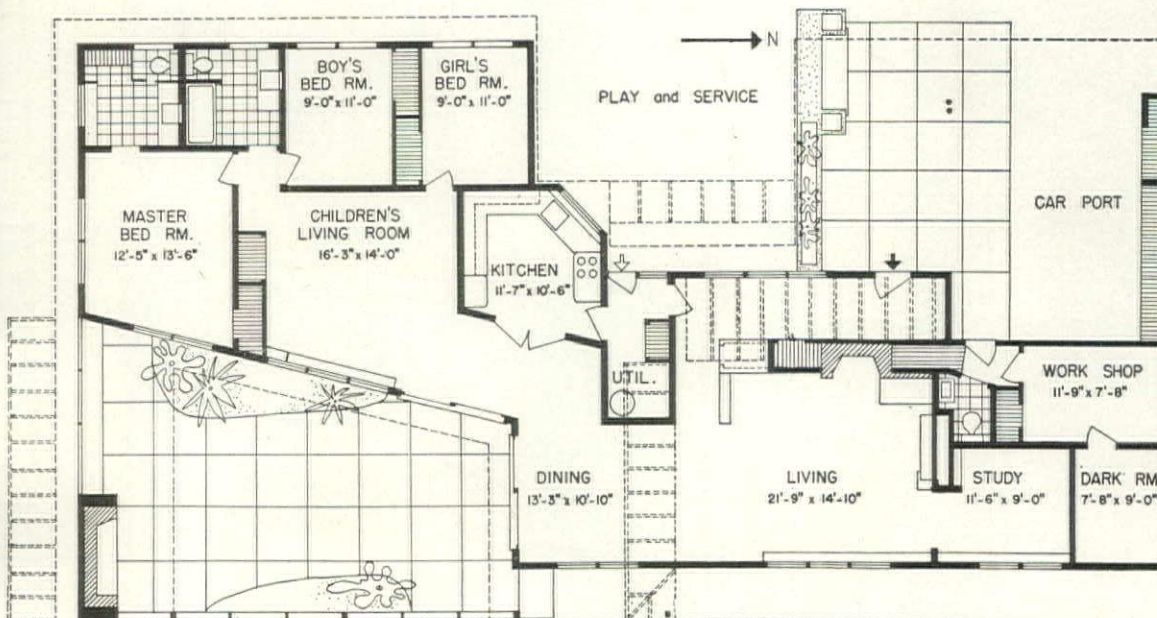
THE LIVING ROOM HAS TWO CLERESTORIES



THE HOUSE FACES EAST, HAS FINE VIEW



SUNNY PLAYROOM OPENS ONTO LARGE TERRACE. CHILDREN EAT UNDER HATCH IN KITCHEN WALL (LEFT)



SCALE  $\frac{1}{16}'' = 1'-0''$



## 25. Living rooms and bedrooms arranged in line, insulated from the road by services



LOCATION: PADUCAH, KY.

G. TANDY SMITH &

LEE POTTER SMITH, Architects

H. WALLACE TANNER, General Contractor

This house presents an aloof facade to the road, broken only by a bank of kitchen windows and an entrance porch. The opposite side, oriented southeast, is all glass, opening the quiet, wooded rear of the lot to all the rest of the rooms of the in-line plan—dining room, living room, bedroom, bath, bedroom, bath, bedroom. A long, shallow terrace follows the bank of glass, split by an extension of the bulky masonry chimney, which juts up and out, insulating the sleeping rooms from the other end of the house. Most of the south glass is immovable; air is brought in through grilled ventilators under the windows. Grills are covered in cold weather. Size 15,000 cu. ft. Cost \$16,000 in 1946.

CONSTRUCTION OUTLINE: Exterior Walls—local sandstone veneer. INSULATION—Celotex Corp. and U.S. Gypsum Co. FIREPLACE: Damper—Donley Bros. WINDOWS: Sash—Detroit Steel Products Co. Glass—Pittsburgh Plate Glass Co. DOORS—Roddie Lumber & Veneer Co. KITCHEN EQUIPMENT—Kelvinator Div., Nash Kelvinator Corp. LAUNDRY EQUIPMENT—Bendix Home Appliances, Inc. BATHROOM EQUIPMENT—Kohler Co. HEATING—hot water, floor panel radiant system. Valves—Bell & Gossett Co. Water heater—Chrysler Corp.

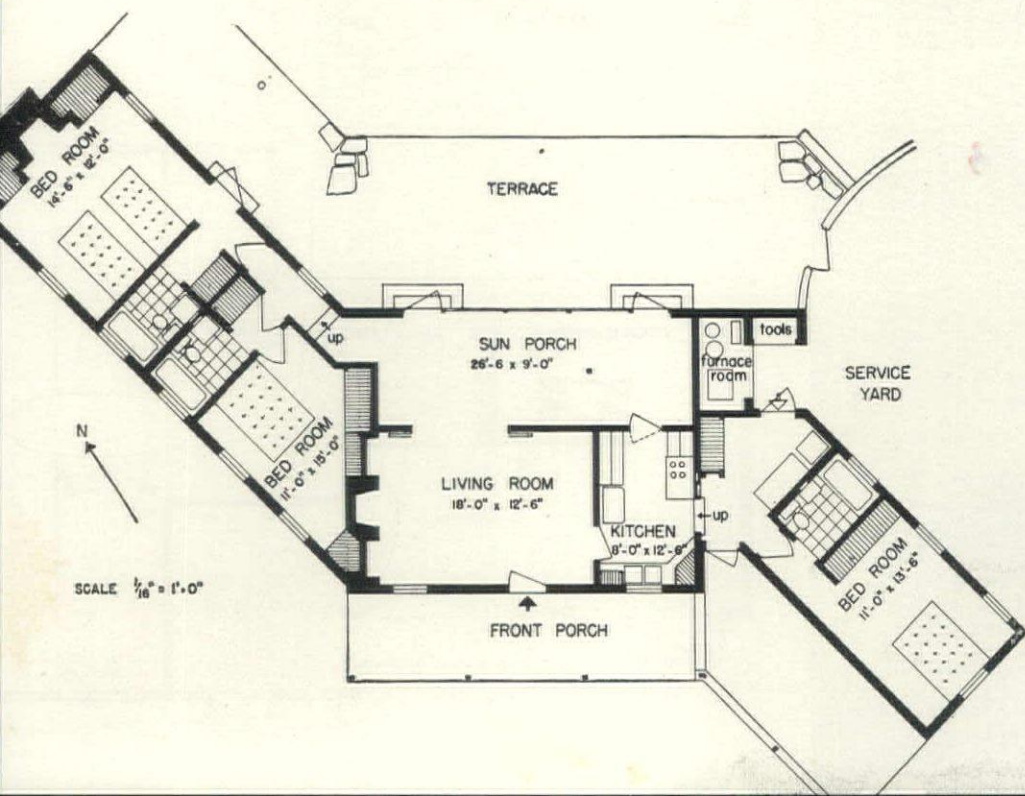
## 26. Ranch house style, in ranch house country, designed with the modern approach

LOCATION: TUCSON, ARIZ.

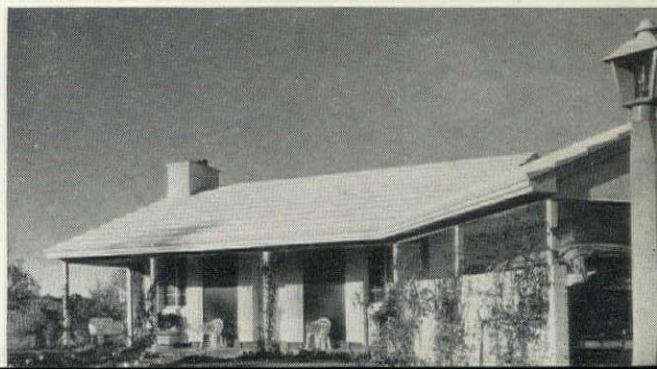
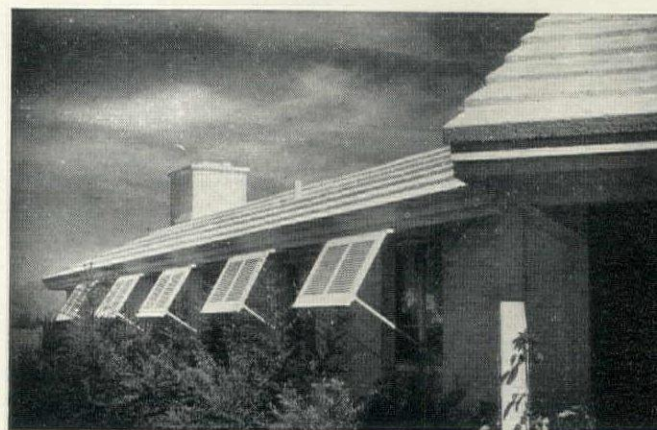
ARTHUR T. BROWN, Architect

JOYNT CONSTRUCTION Co., Contractors

This house would probably be the most popular, desired, and admired house in most residential neighborhoods in this country these days. It is the ideal, commodious, comfortable *ranch house*, with lots of closets. But lest this have the ring of faint praise, remember quickly that this is ranch country, that the blue line of mountains in the distance is authentic. And so is the house. The local building tradition is followed well in a simplified style on the exterior, with a certain amount of variation introduced without strain, like the large paned sun porch. The exterior wall of the center section facing the street is painted deep red with white doors arranged symmetrically, for sweetness. But the back wall is glass, for light. 20,060 cu. ft. Cost \$27,795 in 1947.



Maynard L. Parker





# 27. Florida house in new aviation subdivision has built-in hangar for family plane

Though you would never guess it from the street, this house has a built-in airplane hangar. And for all its novelty, the hangar causes surprisingly little deformation of the plan—the tail of the plane fitting quite snugly between kitchen and laundry. Naturally, such houses have to be near an airport and this one is located at the edge of a private field with excellent facilities (below). Aside from the fact that insurance regulations require a masonry fire wall and fire resistant ceiling, a hangar in the house occasions no special problems. In this case, its roof has been partially used as a sun-deck; and together with laundry and carport, the hangar protects the house against north and west. Like all Florida houses, this one is opened up to south and east—the direction of prevailing summer breezes. A two-story screened balcony permits folding glass doors across the entire east facade.

LOCATION: NORTH MIAMI, FLA.

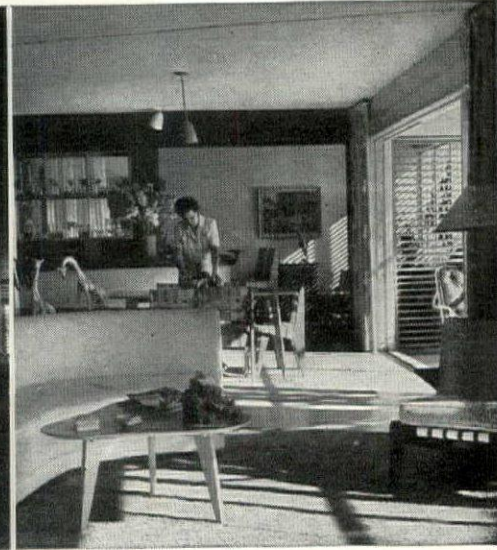
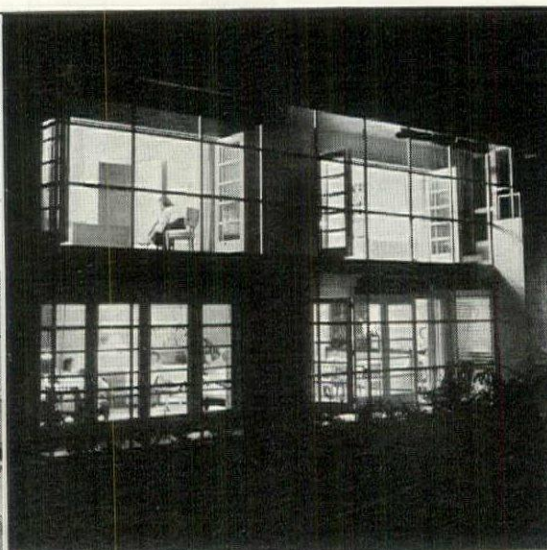
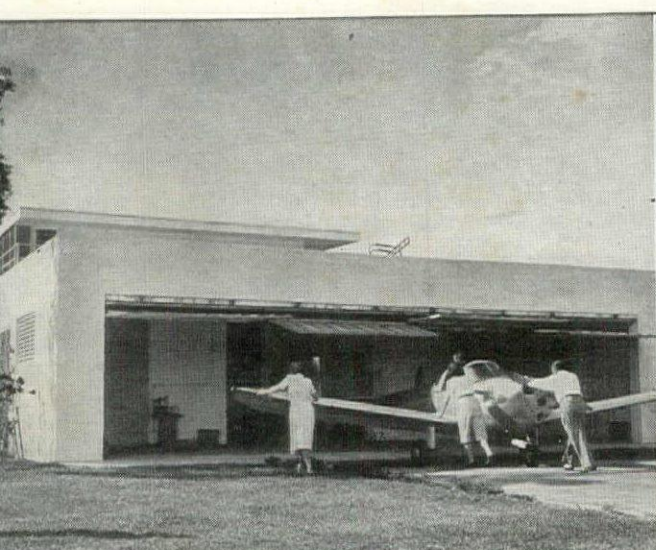
ROBERT LAW WEED & ASSOCIATES, Architects

FRANK E. WATSON, Designer; GEORGE FARKAS, Interiors

WILLIAM WEED, INC., General Contractor

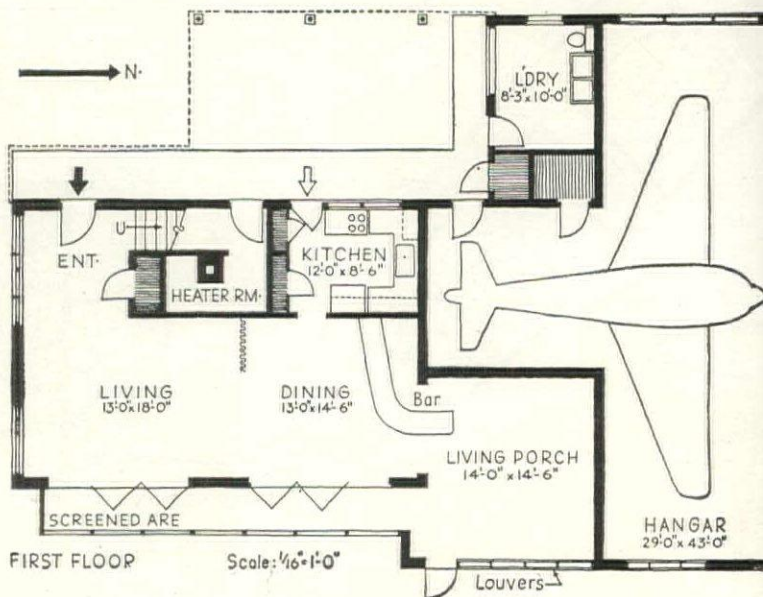
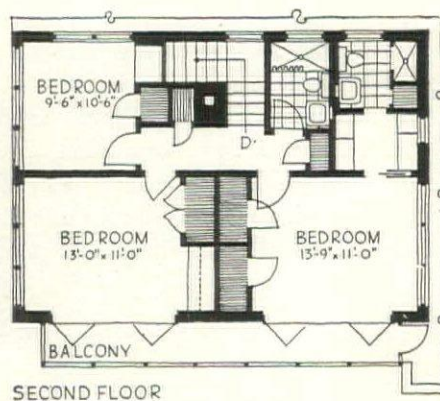
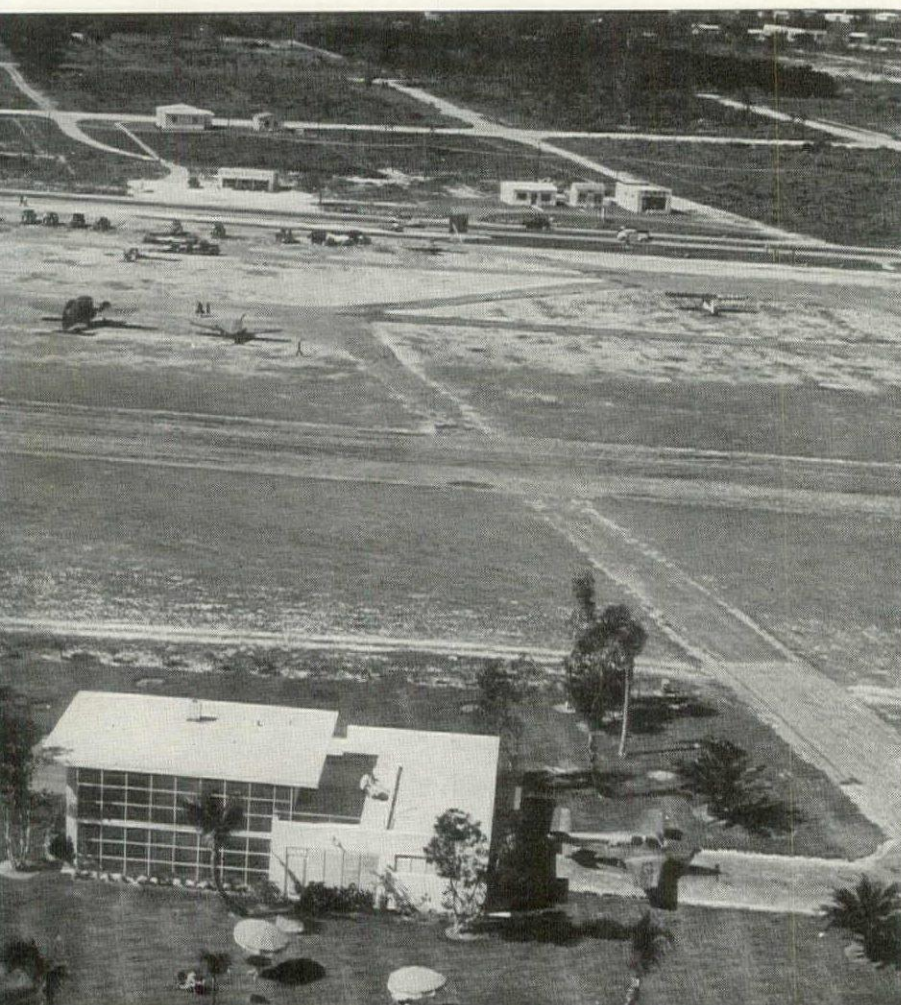
CONSTRUCTION OUTLINE: Structure: Exterior walls—concrete block, reinforced concrete columns and tie beams; inside—studs and plaster. Floors—concrete slab, wood sub-floor and oak finish. ROOF—built-up felt and pitch, gravel finish. INSULATION—rockwool, Johns-Manville Corp. WINDOWS: Sash—wood awning type, Gate City Sash & Door Co. WOODWORK: Cabinets and bar—Snyder's Woodworking Shop. Doors—Atlantic Millworks. HARDWARE—Schlage Lock Co. and Richards-Wilcox Mfg. Co. KITCHEN FAN—General Electric Co. HEATING—oil fired domestic and forced hot water system.

Edward Clark



OVERHEAD DOORS IN SERIES YIELD HANGAR OPENING 40 FT. WIDE (LEFT). ALL ROOMS OPEN ONTO EAST BALCONY (CENTER) FOR PREVAILING BREEZE

SHORT TAXI STRIP CONNECTS HANGAR AT REAR OF HOUSE TO FLYING FIELD

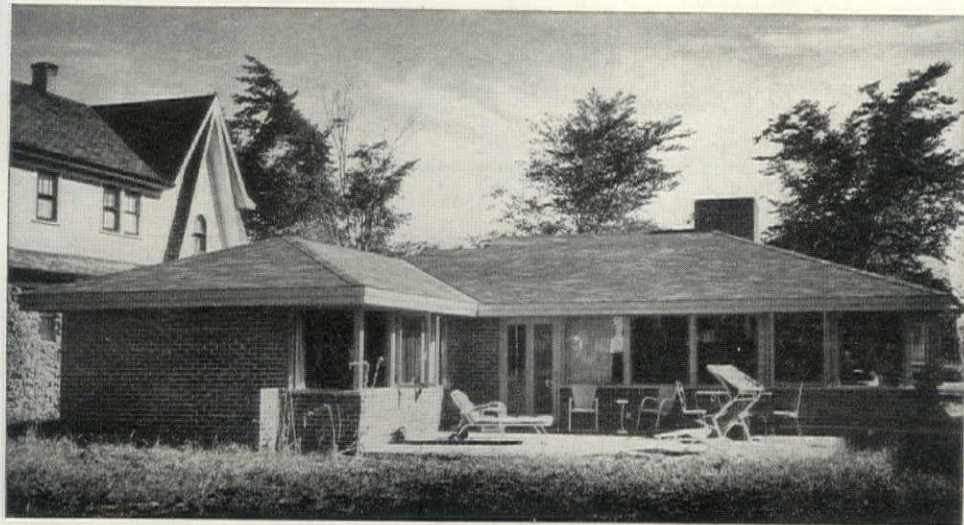




## 28. Compact plan for interior lot places living area at rear, service in front

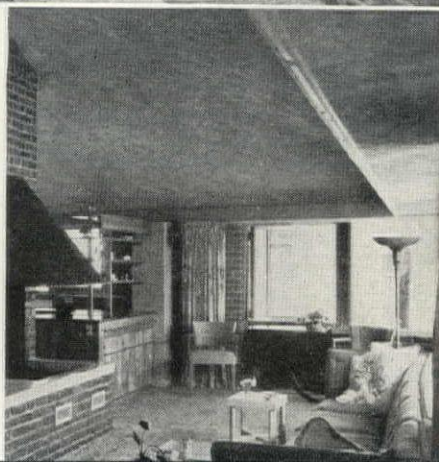
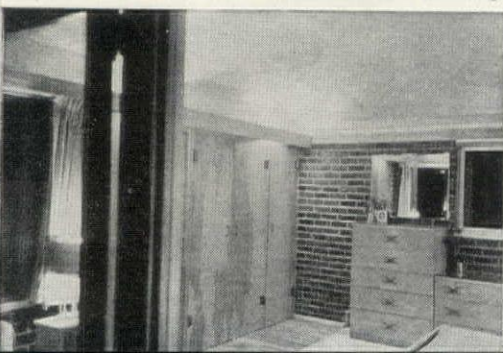
This northern house demonstrates that even the best rule must sometimes be broken. The street front is to the south: but the owners valued year-round privacy more than winter sunshine and hence agreed with the designer that the living areas be arranged around a big terrace at the rear. They are delighted with their decision. "We live in complete privacy and quietness. The clerestory windows give us sufficient sunlight and ventilation from the south . . . the broad expanse of windows in the north and west gives us a beautiful view and the illusion of living outdoors." They find the plan compact, easy to care for and adequately supplied with storage space, and especially like the way the ceiling lines follow the roof framing. Their only reservations: the basement under the kitchen may be too small, winters may be too severe for a carport. Heated by forced air, with under-floor cavities serving as return ducts the house has exterior walls of cavity brick, with the cavity filled with vermiculite and the inner brick surface washed and waxed.

P. E. Guerrero



SLOPED CEILING GIVES SENSE OF ADDED SPACE

CORNICE (BELOW) CONTAINS INDIRECT LIGHTS

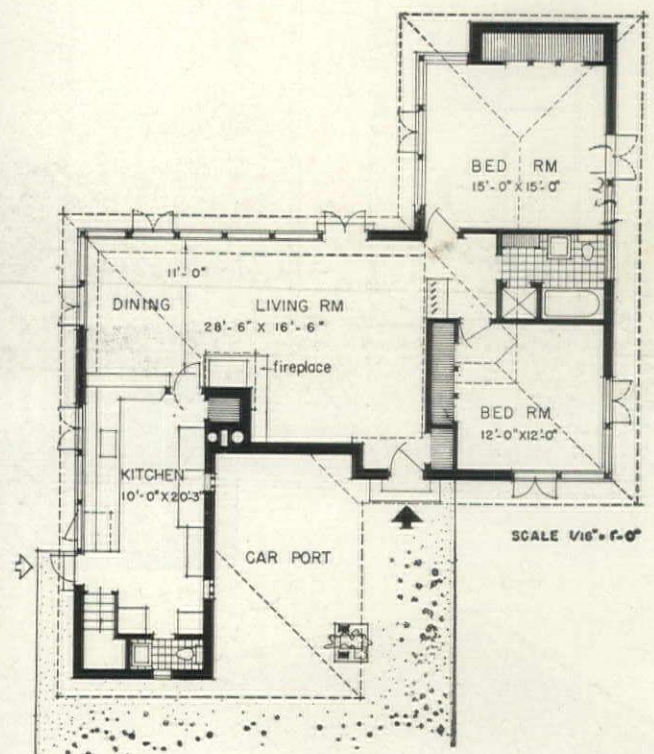


LOCATION: RACINE, WIS.

EDGAR A. TAFEL, Designer

ROBERT C. ALBERT, General Contractor

CONSTRUCTION OUTLINE: Foundation—concrete block. Waterproofing—The Truscon Laboratories. STRUCTURE: Exterior walls—10 in. cavity paving brick, exposed both sides. Floors—plywood on wood sleepers. Ceilings—plaster. ROOF—asphalt shingles. INSULATION: Outside walls—cavity filled with vermiculite. Roof—rockwool bats. SHEET METAL WORK: Flashing and ducts—galvanized iron. WINDOWS: Sash—casement type. Glass—polished plate. FLOOR COVERINGS: Living room, bedrooms and halls—carpet. Kitchen—linoleum. Bathrooms—tile. HARDWARE—National Manufacturing Co. ELECTRICAL INSTALLATION: Wiring system—thin wall and BX. KITCHEN EQUIPMENT: Refrigerator—Frigidaire Div., General Motors Corp. Dishwasher—Hotpoint, Inc. BATHROOM EQUIPMENT—Kohler Co. PLUMBING: Pipes—cast iron. HEATING—forced warm air system. Thermostat—Minneapolis-Honeywell Regulator Co.



HOUSE TURNS MINIMUM GLASS AREA TO STREET

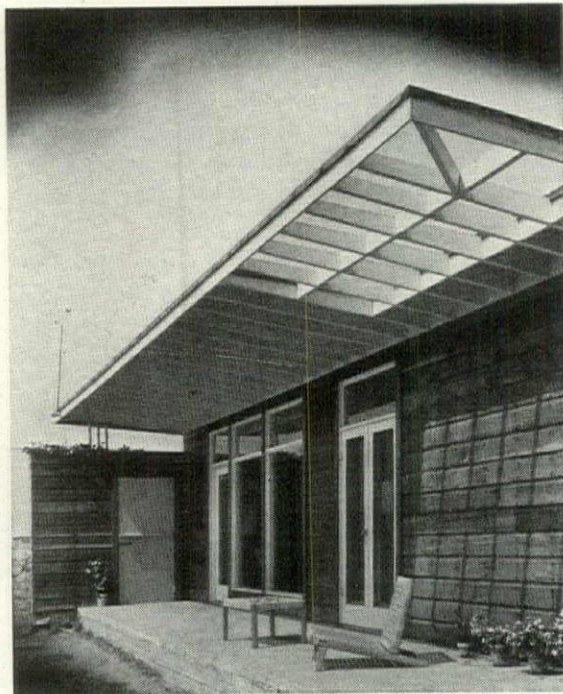
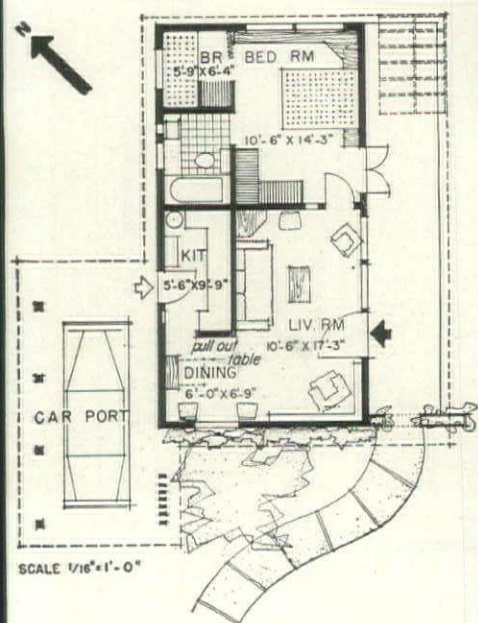


# 29. Guesthouse tomorrow, a small dwelling now

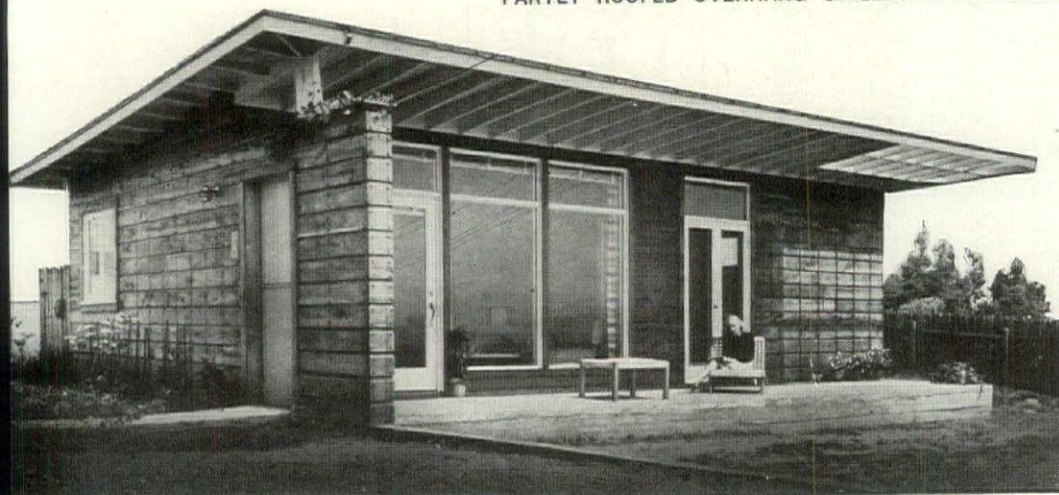
LOCATION: WEST LOS ANGELES, CALIF.  
ROBERT E. FAXON, Designer  
ROBERT E. KEARNY, Contractor

Build a small house on the property to live in now, and after the big house is built, use the small one as a guest house. This is another solution not unfamiliar in today's building situation, and here the interim house was assayed as carefully as the main house eventually will be. The back of the house was turned to prevailing winds, with a glass-fronted living room opening on a terrace on the other side. A long overhang, for summer sun shade, is roofed to shield only the large windows on the south side, not the wall. A projecting end wall lends the terrace added privacy, though the visitor may be somewhat puzzled on opening the door in this wall-continuation to find he is not yet really inside. Flat-nailed horizontal oiled redwood clothes the frame, enclosing 5,100 cu. ft.

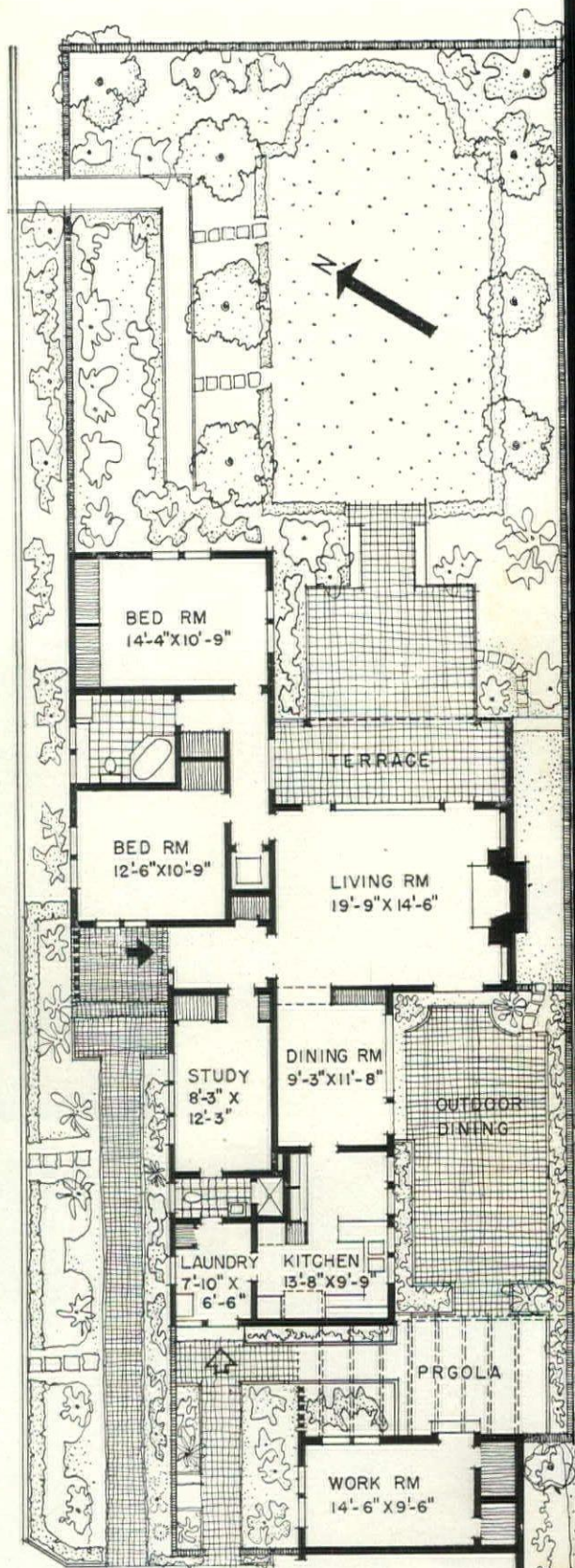
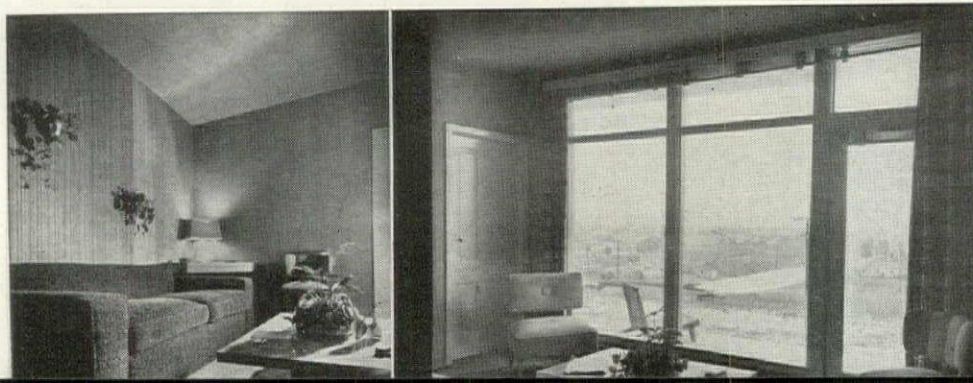
Maynard L. Parker



PARTLY ROOFED OVERHANG SHIELDS GLASS ONLY

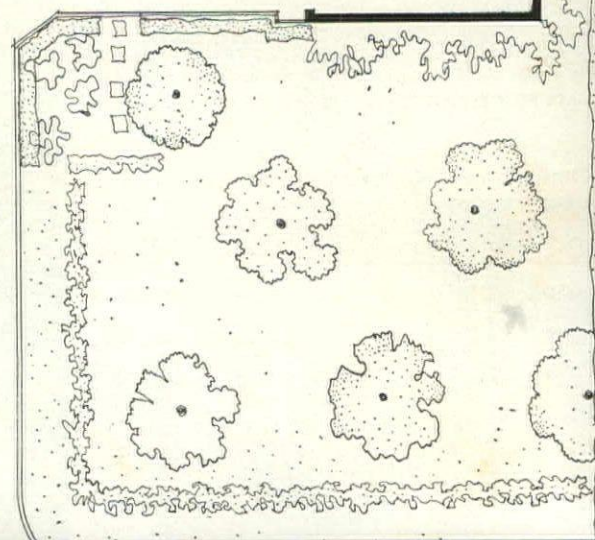


THE TERRACE FACES DIRECTLY AWAY FROM PROPERTY LINE, TO FUTURE FLOWER GARDEN  
TWO LIVING ROOM VIEWS SHOW ENLARGING EFFECT OF THE GLASS WALL FACING SOUTH



SCALE 1/16" = 1'-0"

GARAGE  
18'-0" x 15'-4"





## 30. A narrow plot is enclosed by wood walls for intimate landscaping and privacy.

With no great view to lose, but a lot of privacy at stake, the architect turned the outlook of this house inward on its long, narrow plot. The road which runs perpendicular to one end of the 200 x 50 ft. property could be screened, and was, with handsome trees—three olive trees, two avocado, a peach and a persimmon. But no backing off was possible from the side street, if the house was to be even two rooms deep. The first element of the solution was a solid fence, and only small windows facing out on the street side of the house; then the designer held careful consultation with a landscape architect to plan the garden in units inside the fence, for maximum enjoyment even from within the walls of the house. The 7 ft. 6 in. oiled redwood walls—selected for minimum maintenance—not only preclude the inclusion of passing motorists in the family group, but are a good windbreak, allowing sun bathing in the south patio even on cold windy days. Cubage 15,500 cu. ft.; cost \$8,200 in 1941.

LOCATION: LOS ANGELES, CALIF.

FREDERICK T. KLINE, Architect

HAMMOND SADLER, Landscape Architect

CONSTRUCTION OUTLINE: Exterior walls—redwood, Sisakraft Co. paper, inside—studs, plywood or plaster. WINDOWS: Sash—Curtis Co.'s, Inc. Glass—Libbey-Owens-Ford Glass Co. FLOOR AND WALL COVERINGS—Standard Coated Products Div., Inter Chemical Corp. and Armstrong Cork Co. HARDWARE—Schalge Lock Co., Russell & Erwin Mfg. Co. ELECTRICAL INSTALLATION—General Electric Co., Square D Co. and Bryant Electric Co. Refrigerator—Frigidaire Div., General Motors Corp. Washing machine—Hurley Machine Div., Thor Corp. Cabinets—Hall-Mack, Inc. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—forced warm air, filtering. Regulator—Minneapolis-Honeywell Regulator Co.

Maynard L. Parker

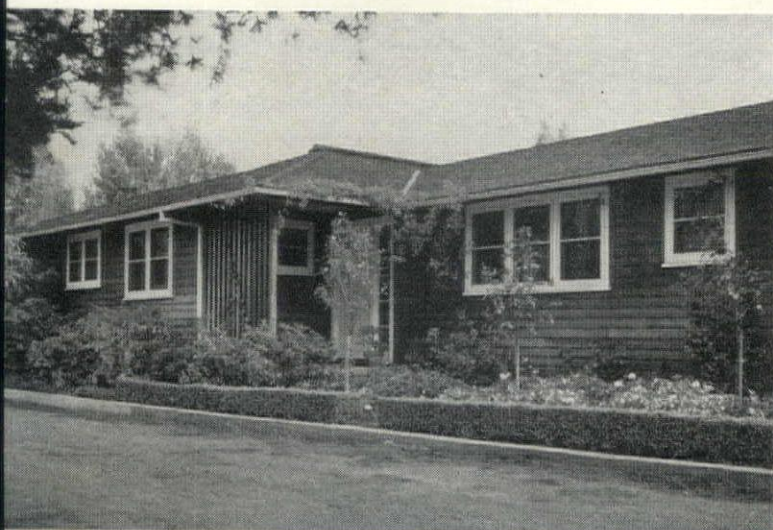


OVERHUNG, GLASS-SIDED LIVING ROOM FACES THE MORNING SUN

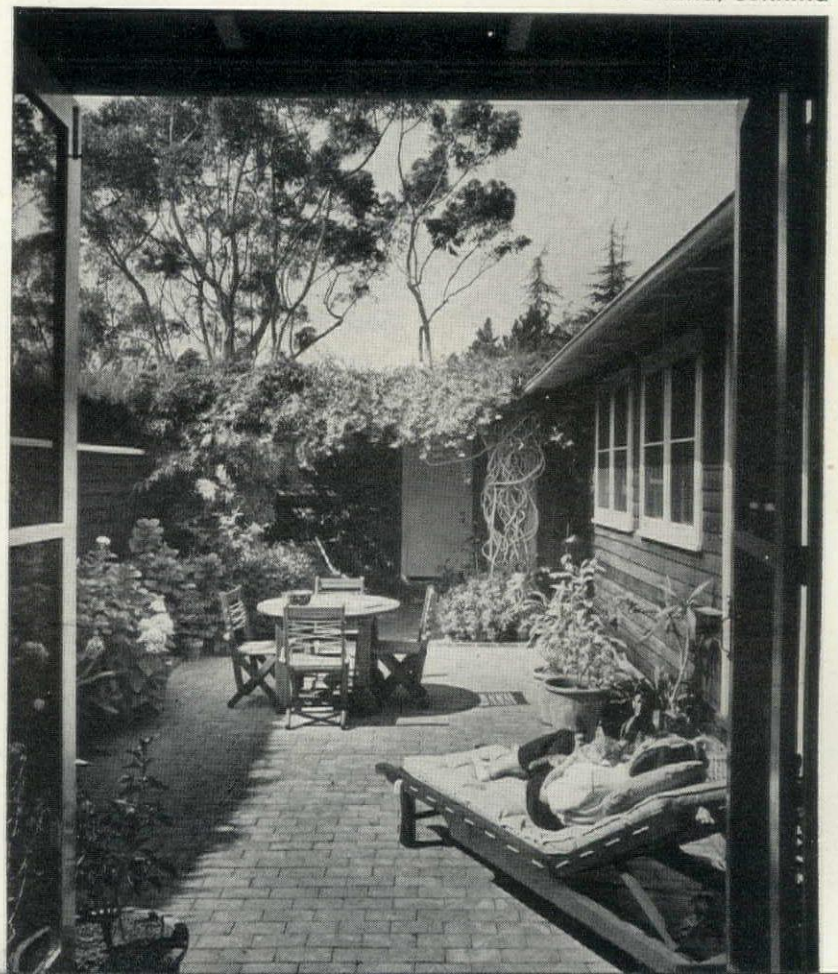


LIVING ROOM, ABOVE, SHOWING EAST TERRACE WINDOW

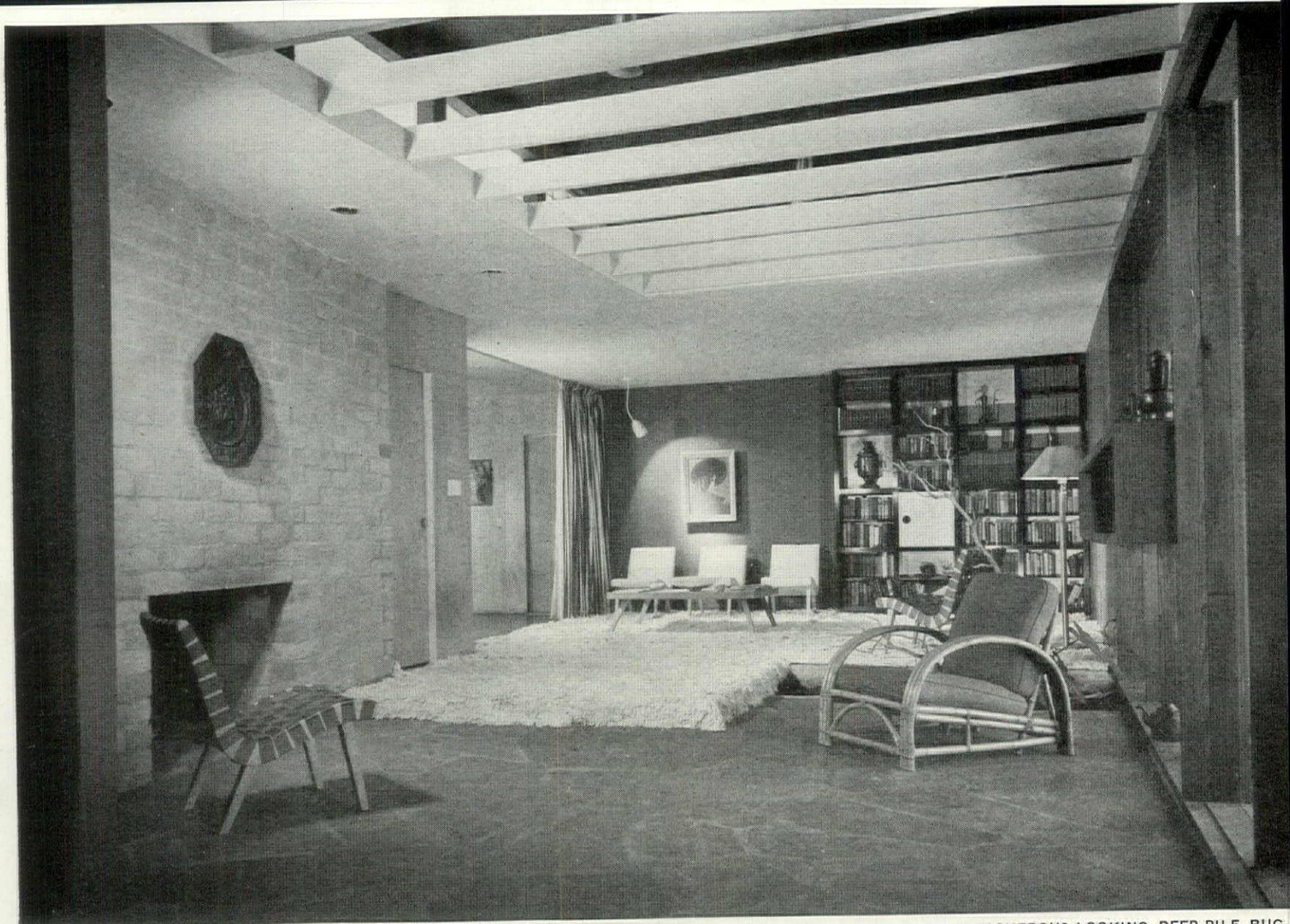
THE INTERIOR COURT IS FOR OUTDOOR DINING, SUNNING



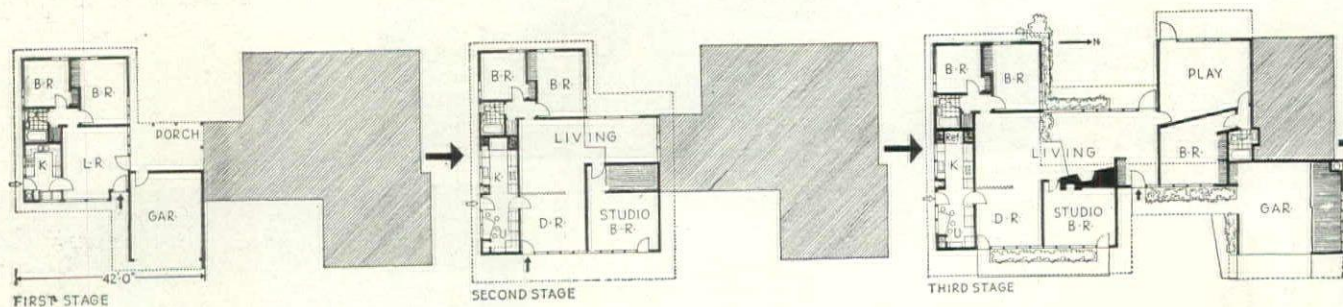
SIDE VIEW SHOWS HOW STREET AND GARDEN TREATMENTS VARY







AFTER TWO ADDITIONS, LIVING ROOM IS NOW LARGE AND AIRY. CHANGE IN FLOOR LEVEL IS EMPHASIZED BY TREACHEROUS-LOOKING DEEP-PILE RUG



1939. A young couple with one child built this 850 sq. ft. minimum house for \$2,660. They planned to sell it later, build a dream house in another part of town.

1940. Twins arrived. Decision was made to buy adjacent lot, expand basic house. Kitchen was enlarged, dining room added, porch enclosed, garage converted to studio.

1947. Arrival of fourth child led to present stage. Here living area is further extended, chimney built, two children's rooms, bath and garage added.

1950. Ultimate development (facing page) calls for self-contained wing for adolescent children. Original bedrooms will be thrown into one large one for parents.

INGENIOUS LIGHTING, SIMPLE TEXTURES MARK LIVING AND DINING AREAS. CHILDREN ARE FED AT KITCHEN BAR (BELOW)





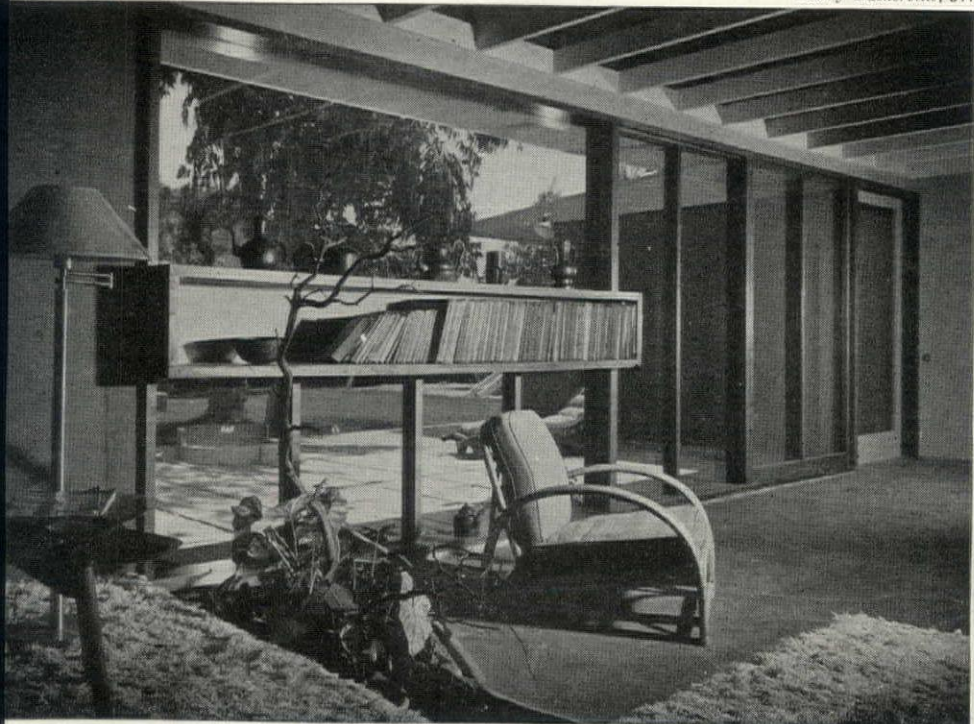
# 31. To house a growing family, this unit grew in three stages and has one more to go

LOCATION: NORTH HOLLYWOOD, CALIF.

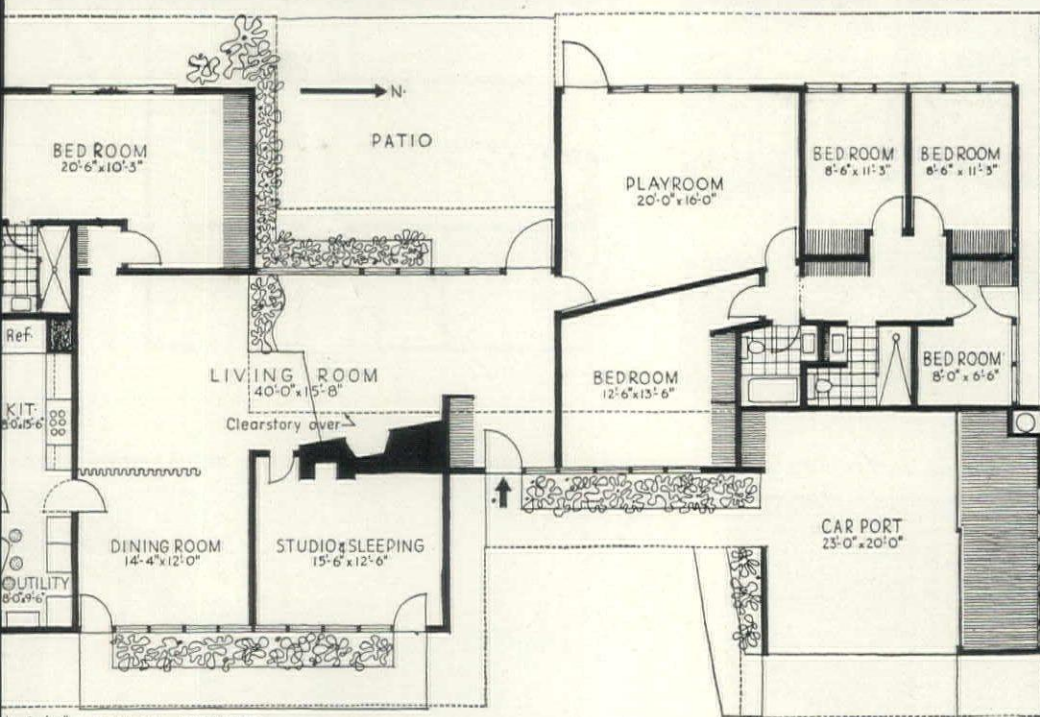
KARL O. VAN LEUVEN, JR., Architect

C. M. DEASY, Associate

Harry Baskerville, Jr.



GLASS WALL IN COMPLETED LIVING ROOM INCORPORATES A PHONOGRAPH RECORD CASE



1/16"=1'-0" FINAL STAGE

CHILDREN'S PLAYROOM OPENS DIRECTLY INTO GARDEN. THE LIVING PATIO IS AT RIGHT



The pleasant quality of this house is probably due in some measure to its haphazard development (see facing page). In any event, it represents some interesting theories on the part of its architect-owner. As a father of four, he wants "to separate the living facilities for the parents from those for the children so that, when the adolescent stage is reached, the two fairly unsympathetic camps can live in a state of semi-siege, separated by a common living area." The ultimate plan, with its separate entrances, should accomplish this quite nicely. Although built of simple materials (some of it by the architect himself) the house belies its modest origins, having achieved in its various stages an air of spacious opulence. Cost to date \$16,000.

CONSTRUCTION OUTLINE: Structure: Exterior walls—plywood; inside—studs, putty coat on plywood. Floors—concrete slab. FLOOR COVERINGS—flagstone, carpet or asphalt tile. ELECTRICAL FIXTURES—Kurt Versen, Inc. and General Lighting Co. KITCHEN EQUIPMENT: Range—Wedgwood, James Graham Mfg. Co. Refrigerator—Ward Leonard Electric Co. Dishwasher—Hotpoint, Inc. Washing machine—Bendix Home Appliances, Inc. BATHROOM EQUIPMENT—Crane Co. HEATING—warm air system, Andrews Heater Co.



THE STREET FRONT OF HOUSE AT THIRD STAGE



# 32. Two-story basementless house gets three bedrooms, two baths in compact cube

A straight-forward answer to a limited budget, this house is so neatly planned that four of its seven rooms enjoy both a southeast exposure and a pleasant view down a wooded hillside. Its exterior is also so simple and direct that the neighbors tried to stop construction of the house. (Given the plan, one wonders just what changes in facade they demanded. Columns *a la* "Gone with the Wind" perhaps?) The mild winters make the carport practical and hot summers make the screened porch mandatory. Doors and fenestration are well handled, with respect to both circulation and cross ventilation. Only apparent weaknesses: the living room is a bit narrow, the "maid's room" a farce. Floor area 1,872 sq. ft.; cost \$7,900 in 1942.

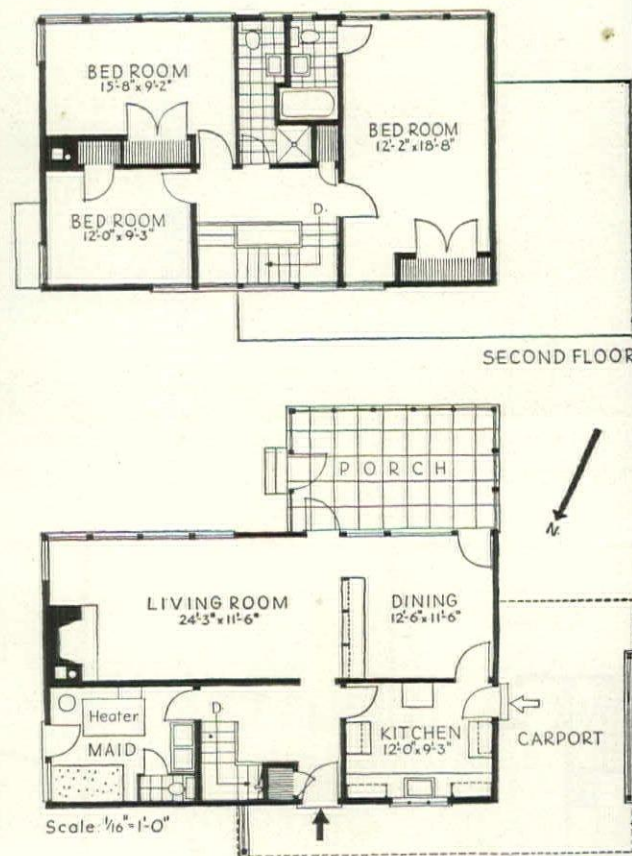
F. S. Lincoln



NEIGHBORS OBJECTED TO SIMPLICITY OF THIS HONEST FACADE, TRIED TO PREVENT IT.

LOCATION: ATLANTA, GA.  
BURGE & STEVENS, Architects  
J. R. WILKINSON, Associate  
J. M. KIDD, General Contractor

CONSTRUCTION OUTLINE: Foundation—concrete and brick. STRUCTURE: Exterior walls—clapboard wood sheathing, building paper, studs, gypsum lath and plaster, U. S. Gypsum Co. Floors—wood joists, sheathing, oak finish. ROOF—slate shingles. Deck—wood sheathing, T. & G. roofing. SHEET METAL WORK—galvanized iron. WINDOWS: Sash and screens—steel, Hope Windows, Inc. Glass—double strength, quality B. STAIRS: Treads—oak. Risers and stringers—yellow pine. FLOOR COVERINGS: Main rooms—oak. Halls, kitchen and bathrooms—linoleum, Armstrong Cork Co. PAINTS—Pratt & Lambert. HARDWARE—P. & F. Corbin. ELECTRICAL INSTALLATION: Wiring—armored cable. Switches—General Electric Co. KITCHEN CABINETS—Curtis Co.'s, Inc. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—Moncrief forced warm air system, Henry Furnace & Foundry Co.



SCREEN AND CUPBOARDS SEPARATE THE LIVING AND DINING AREA

THE SUNNY LIVING ROOM WOULD PROFIT FROM ADDED WIDTH





# 33. House for childless couple designed for moderate entertaining, easy upkeep

Easy maintenance, inside and out, was a controlling factor when Architect Harris built this house for himself. Of frame construction, its exterior materials are all long-lived and paint-free stone-cypress shingles and siding, copper guttering and flashing. Indoors, woodwork has been reduced to a minimum. Sub-floors are concrete throughout—finished with asphalt tile in living area, flagstone in gallery, linoleum in kitchen and cork tile in bath. (Although not heated, the floors are said to be comfortable throughout the year, due to insulation around the edges). The plan is direct and clear, and oriented so that "every room in the house gets sun sometime during the day," according to the architect. Floor area 1,667 sq. ft.; cost \$21,400 in 1946.

LOCATION: GLENVIEW, ILL.

RALPH C. HARRIS, Architect

KINNARE CORP., General Contractors

CONSTRUCTION OUTLINE: Structure: Exterior walls—cypress boards, paper, sheathing; inside—studs, rockwool, Vaporseal, The Celotex Corp., rocklath and plaster, U. S. Gypsum Co. ROOF—shingles. The Weyerhaeuser Sales Co. DAMPER—Colonial Fireplace Co. SHEET METAL WORK: Ducts—Armco, American Rolling Mill Co. WINDOWS: Sash and screens—Rolscreen Co. Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS—Thomas Moulding Co., Armstrong Cork Co. and David E. Kennedy, Inc. PAINTS—Pratt & Lambert, Inc. HARDWARE—P. & F. Corbin. KITCHEN EQUIPMENT—General Electric Co. Fan—Pryne & Co. PLUMBING FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—forced hot air, gas-fired system.

Hedrich-Blessing Studio

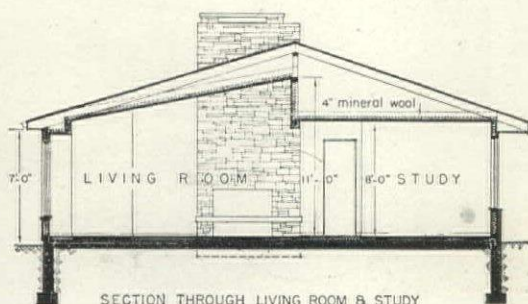
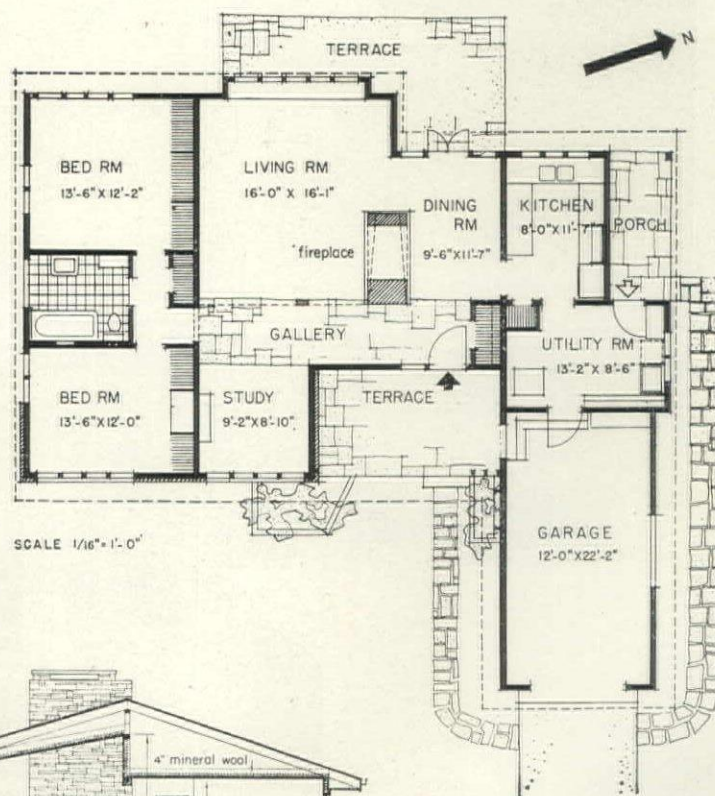


STREET FRONT EMPHASIZES SOLID COMFORT ON ONE FLOOR. GOOD WORKMANSHIP AND LONG-LIVED MATERIALS WILL REDUCE UPKEEP TO MINIMUM

LIVING AND DINING AREAS SHARE SLOPING CEILING AND TERRACE



DOUBLE STONE FIREPLACE AND WOODBOX OPEN INTO BOTH ROOMS





# 34.

## Colorado country house is opened to mountain view and sun by two window walls

This small house for year-round residence is built on a wooded site offering a view of the Colorado mountains in the distance. The designer has placed it on the crest of a knoll and opened the northern wall of the living room with large windows to take full advantage of the magnificent view. The plan fronts on the south, and its ample southern exposure with terrace has been protected from the road by a right-angular wall. An extremely simple and straightforward arrangement groups service facilities on the west side, where the service entrance is convenient to the driveway and road. The partially excavated basement provides a garage under the service wing, a large recreation room, workroom and cold storage area under the living and bedroom portions of the house. The plan is noteworthy for such details as direct access from the master bedroom to the view terrace off the living room. Built of stucco and fieldstone for suburban living, it cost \$27,500 in 1947. Area 3,328 sq. ft.

LOCATION: COLORADO SPRINGS, COLO.

JAN RUHTENBERG, Designer

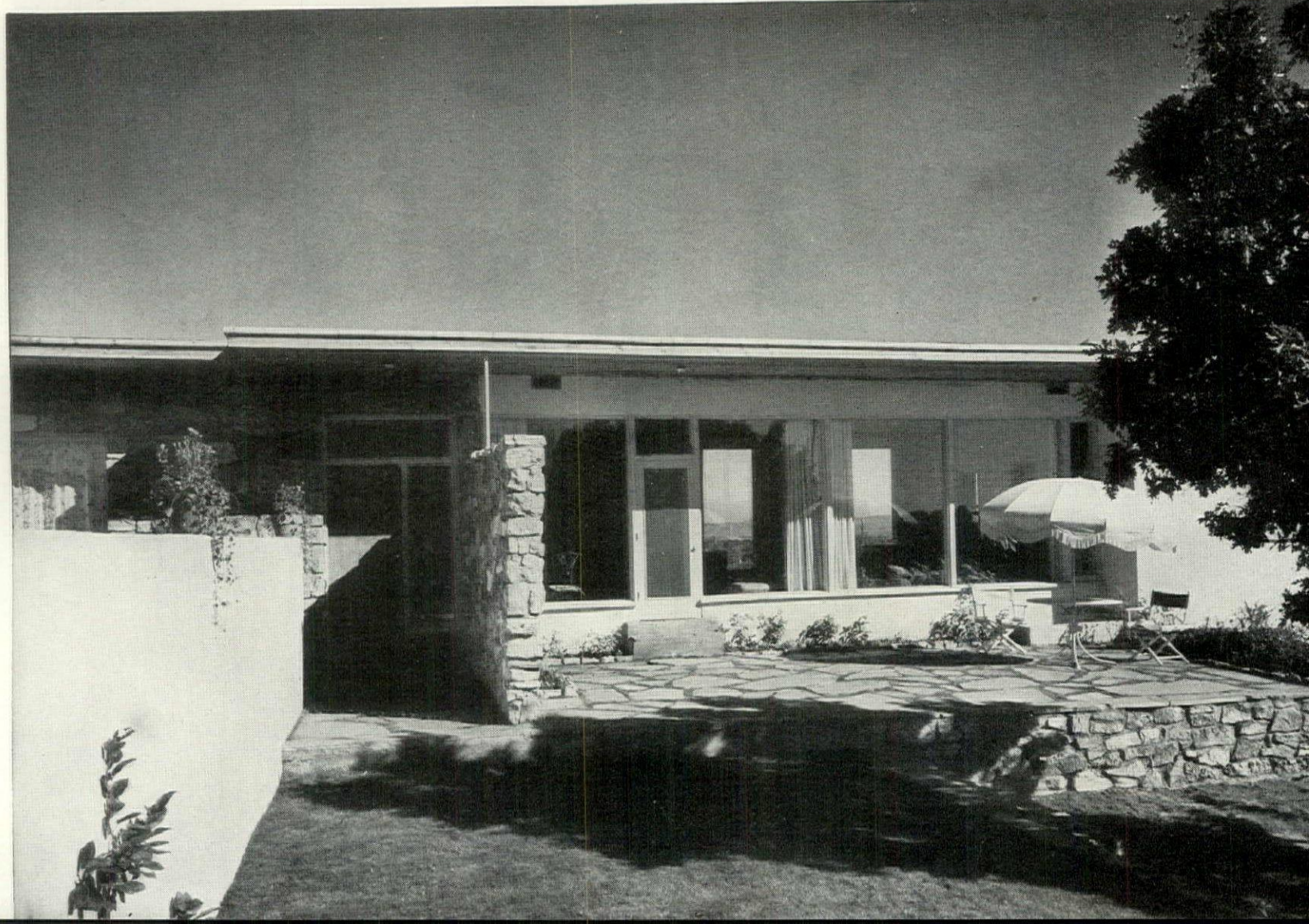
E. L. McKAY, General Contractor

CONSTRUCTION OUTLINE: Foundation—concrete. STRUCTURE: Exterior walls—stucco, cinder block; inside—furring, wood studs, metal lath and plaster. Floors—flagstone, or hardwood. ROOF—3-ply built-up, Johns-Manville Corp. INSULATION—rockwool. DAMPER—The Donley Bros. Co. SHEET METAL WORK: Ducts—sheet iron; remainder—copper. WINDOWS: Sash—wood. Glass—plate and double strength crystal, Pittsburgh Plate Glass Co. FLOOR COVERINGS: Kitchen and bathrooms—linoleum, Armstrong Cork Co. WALL COVERINGS: Living room—plaster and ashlar lava stone; remainder—plaster. PAINTS—National Lead Co. and American Marietta Co. GARAGE DOORS—Overhead Door Co. ELECTRICAL SWITCHES—General Electric Co. KITCHEN EQUIPMENT: Range, refrigerator and dishwasher—General Electric Co. Fan—Trade Wind, Motorfans, Inc. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. HEATING—forced warm air, gas fired system. Regulator—Minneapolis-Honeywell Regulator Co.

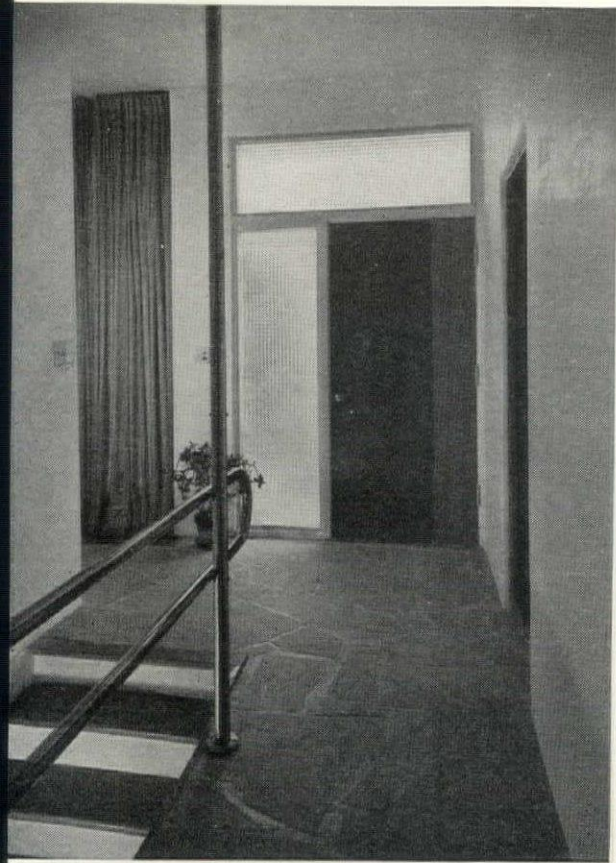


BUILT ON KNOLL, HOUSE IS SCREENED FROM ROAD BY WALL

MAIN ENTRANCE IS AT LEFT OF LIVING ROOM TERRACE



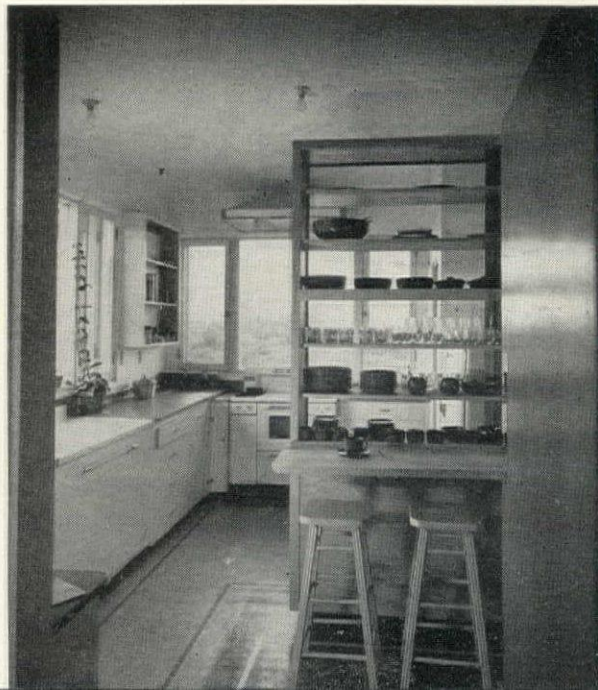
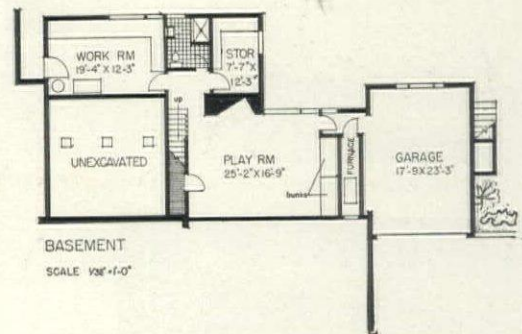
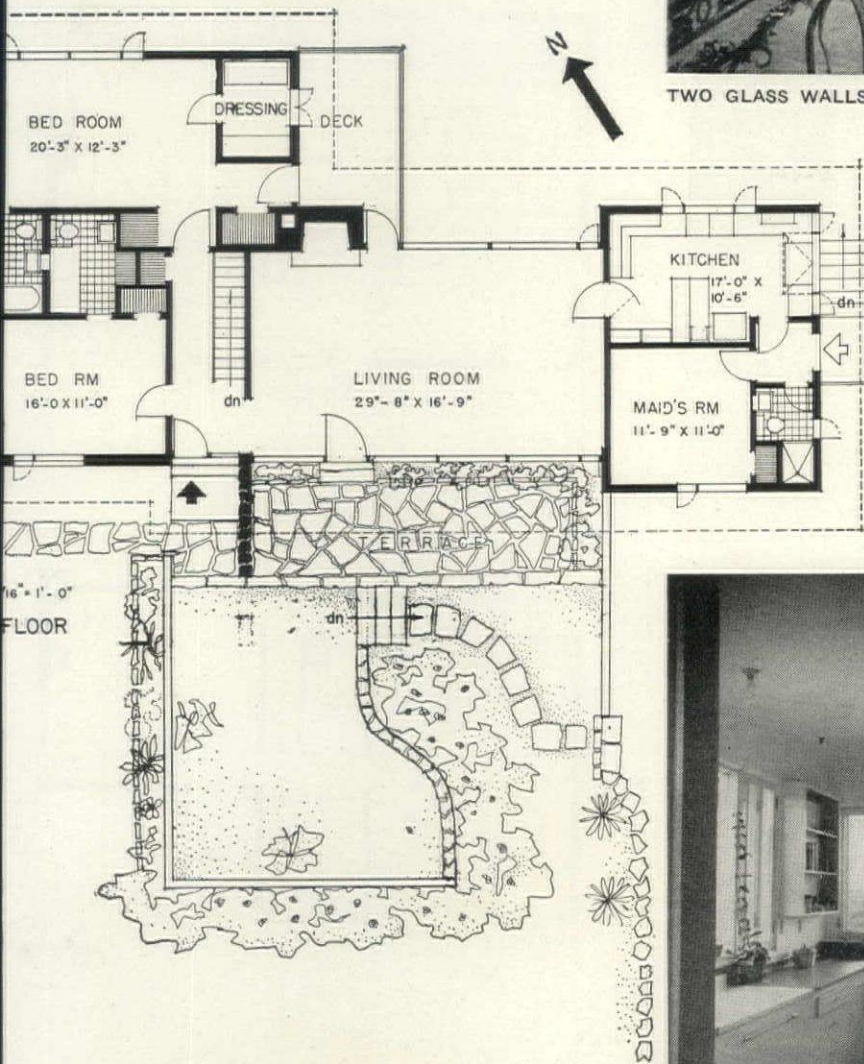




ING ROOM IS AT LEFT, RECREATION ROOM DOWN STAIRS



TWO GLASS WALLS GIVE THE LIVING ROOM BOTH SUN AND A MOUNTAIN VIEW (right)



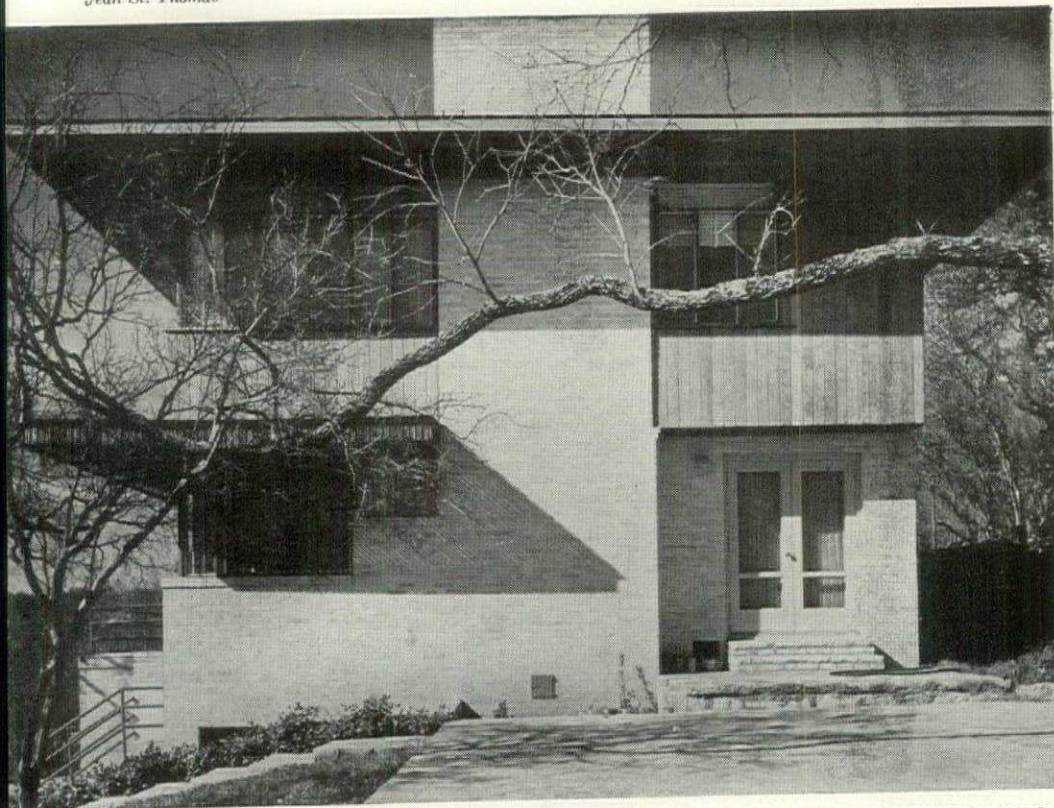
KITCHEN BREAKFAST BAR



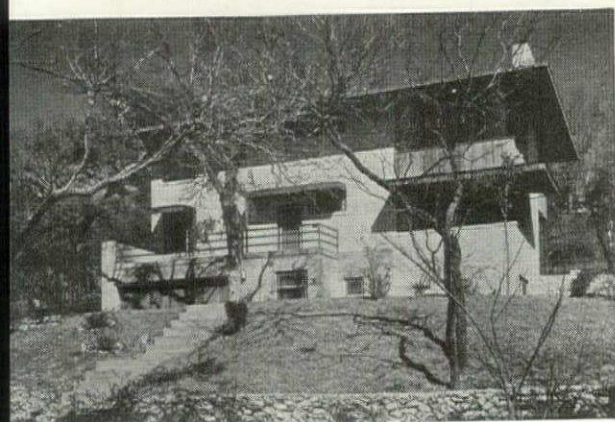
# 35. A big cool house for a Texas University professor--planned to support itself

Built ten years ago for a professor at the University of Texas, within walking distance of the campus, this house was designed to be self-sustaining financially, with a separate apartment on the lower floor and two student rooms on the top, bedroom floor. It was put up at a cost painful to contemplate now, less than \$15,000, complete with air conditioning against the distinctive Texas summers. One of the early buildings in the bright Texas capital to be designed in contemporary idiom, it now has considerable company. Austin, the seat of both the State legislature and Texas University, has some fame as a pleasant, progressive place to live. Simply planned, the house opposes planes of brick and vertical wood siding in the elevation, whose most outstanding features are the broad sun shades angled out over windows to aid the air conditioning apparatus. Land slope is utilized to permit windows in two walls of the basement floor. Floor area 3,481 sq. ft.

Jean St. Thomas

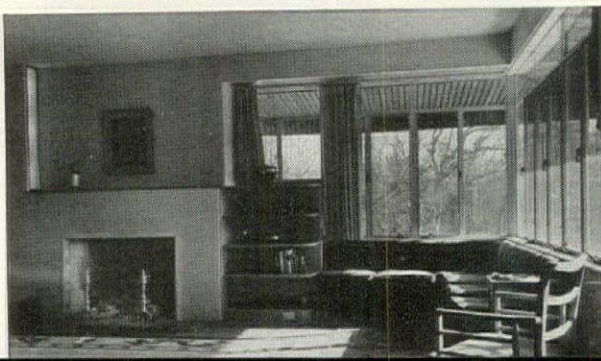


ELEMENTS OF THE ELEVATION: PLANES OF BRICK, OF VERTICAL SIDING, AND OF SHADOW



SHIELDS INTERCEPT BRIGHT TEXAS SUNLIGHT

LIVING ROOM WINDOWS ARE TALL AND PLACED HIGH

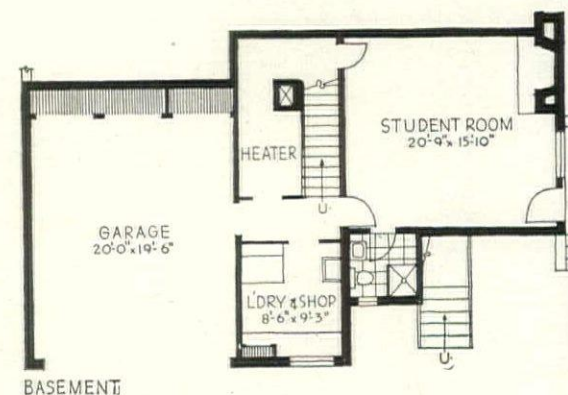
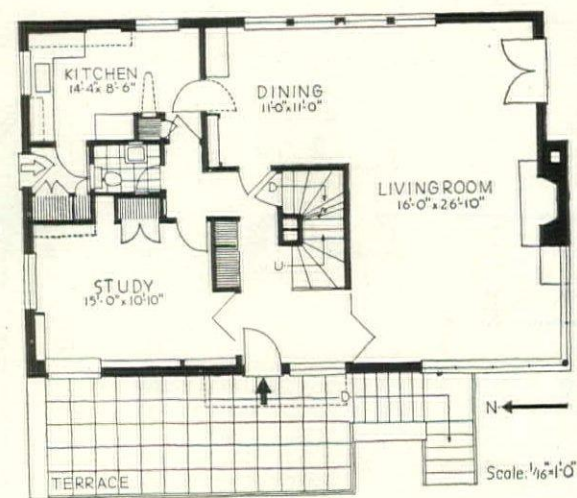
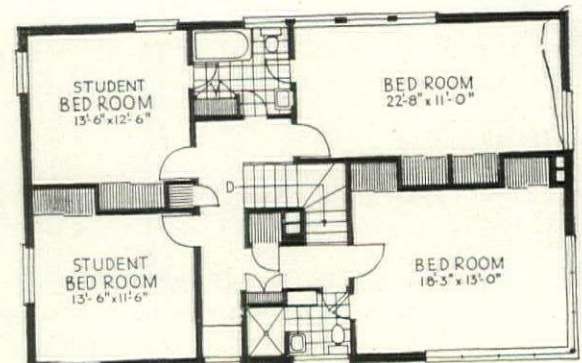


LOCATION: AUSTIN, TEXAS

ARTHUR FEHR & CHARLES GRANGER, Architects

C. H. TOUNGATE, General Contractor

CONSTRUCTION OUTLINE: Structure: Exterior walls—brick veneer, studs, sheathing; inside—Sheetrock and plaster, U. S. Gypsum Co. Floors—oak. ROOF—shingles, Johns-Manville Corp. INSULATION—U. S. Gypsum Co. FIREPLACE: Damper—The Majestic Co. WINDOWS: Sash and screens—Mesker Bros. Glass—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS—Armstrong Cork Co. PAINTS—Benjamin Moore & Co. DOORS—Roddis Lumber Co. HARDWARE—Schlage Lock Co. BATHROOM EQUIPMENT—Kohler Co. HEATING—gas fired, all year conditioning, General Electric Co. Grilles—Barber Colman Co. Thermostat—Minneapolis-Honeywell Regulator Co.





## 36. A small vertical house fitted nicely among the trees on a wooded western hill

This small house is an apt contradiction to the custom of going upstairs to bed. Here you go downstairs to bed. The living and dining rooms and kitchen occupy the entrance floor, with a garage-storage wing curving off to meet the driveway on the uphill side. On the floor below, which is granted exposure by the sharp break of the slope, are the two bedrooms, a utility room, and the bath. Architect Thiry was careful to place the house on the steep property to full advantage, and he also showed skill in wedging it nicely within existing tree groups. A handsome clump stands just outside the large glass front wall between the house and the driveway. Another large tree beside the end porch yields pleasant shade. Added reason for the vertical design of this house was the lot size, which was small; coverage was kept to a minimum. Future expansion would be a continuation of the long dimension of the house, with another bedroom and bath, or library added on the north end. Floor area is 1,410 sq. ft.

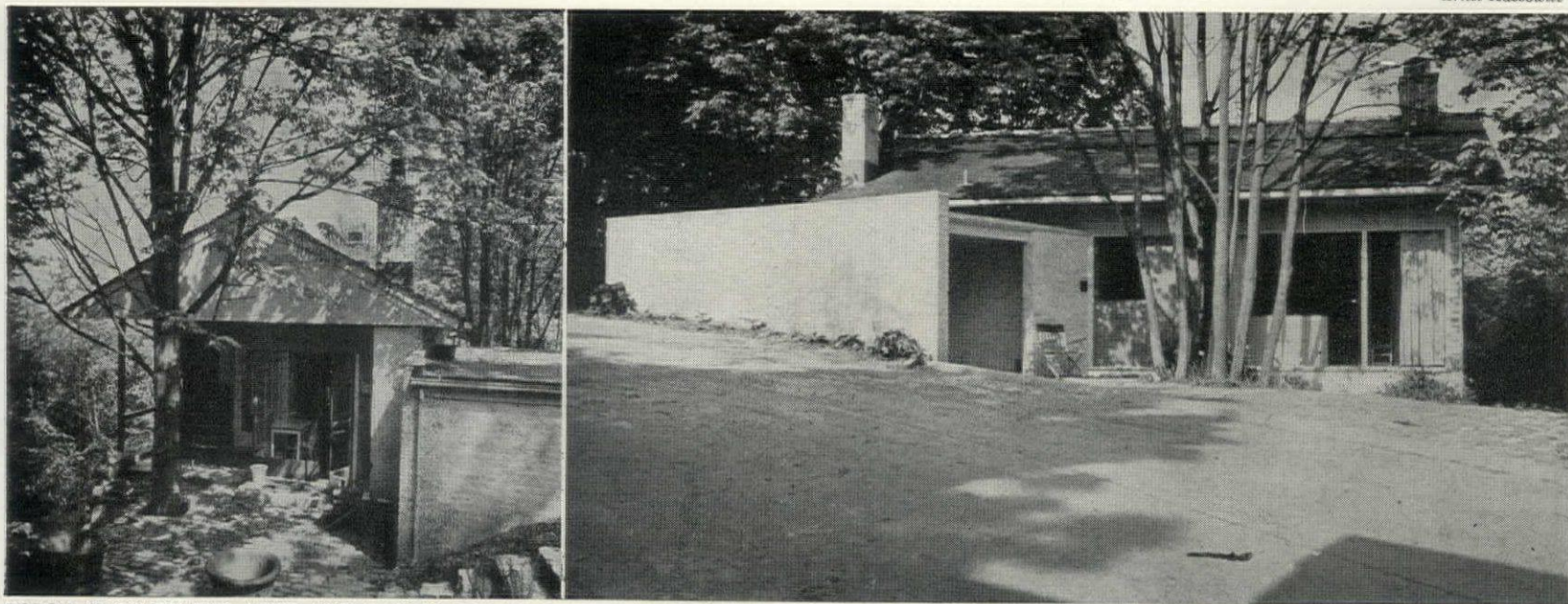
LOCATION: SEATTLE, WASH.

PAUL THIRY, Architect

RAY McCOY, General Contractor

CONSTRUCTION OUTLINE: Foundation—concrete. Water-proofing—Flintkote Co. STRUCTURE: Exterior walls—cedar siding; inside—studs, plywood or plaster. Garage—solid brick. Floors—oak. ROOF—cedar shingles. SHEET METAL WORK: Flashing and ducts—galvanized iron. WINDOWS: Sash—steel, Fentron Steel Works. Glass—double and single strength. HARDWARE—Yale & Towne Mfg. Co. ELECTRICAL INSTALLATION: Wiring—knob and tube. Switches—Harvey Hubbell, Inc. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—forced hot air system. Thermostat—Minneapolis-Honeywell Regulator Co.

Ernst Kassowitz

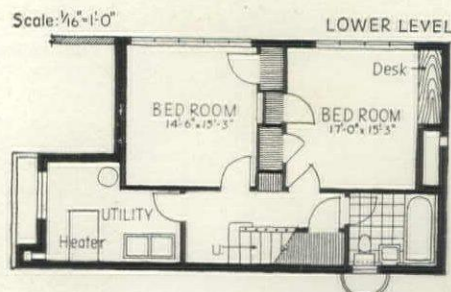
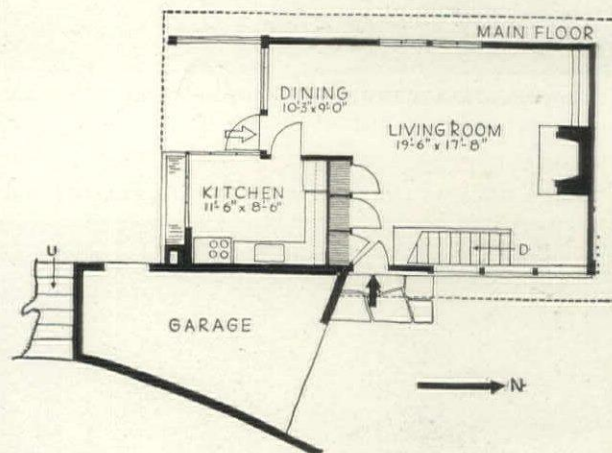
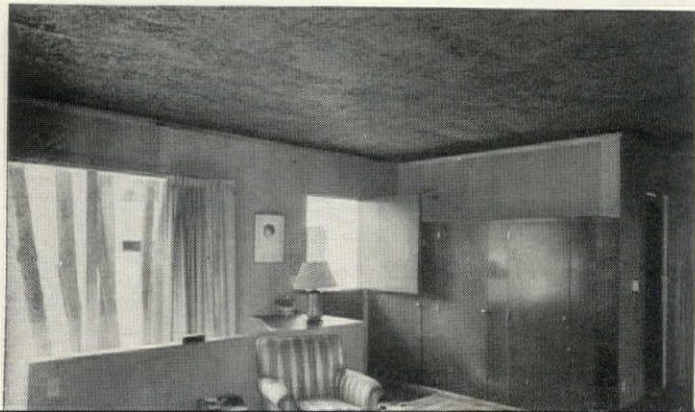


PORCH AT SOUTH END, LEFT, AND A VIEW OF THE ENTRANCE INDICATE HOW WELL THIS EXCELLENT HOUSE IS TAILORED TO ITS SMALL SLOPING SITE

VIEW FROM NORTH END OF THE HOUSE TOWARD THE GARAGE



LIVING ROOM WALL FINISH IS WAXED MAHOGANY PLYWOOD





# 37. Only a one-story house, from the road, this home has basement rooms with a view

The basic style of this house is that of the ranchhouse, which may or may not be appropriate perched on the side of a hill. But that is almost an academic question, at least so far as the housewives of the nation are concerned, and often enough to the FHA too. At any rate, the designer here produced a very pleasant house, the most pleasing feature of which is, according to the owners, the bend in the plan which narrows the entry way and widens the usable living area, allows enjoyment of the good view downhill in two directions, and gives southern exposure to the sun deck off the living room and bedrooms. The sharply sloped site makes the downstairs rooms eminently livable, with a terrace outside roofed by the floor of the bedroom porch. A usable garden on the back slope was achieved by building a 5 ft. wall across half the property, close to the house and lower patio, and sloping the lawn from the patio level around the corner of the wall to the lower level. House floor area 2,212 sq. ft. Cost, approximately \$8,000 in 1941.

P. A. Dearborn

LOCATION: SEATTLE, WASH.

JOHN T. JACOBSEN, Architect

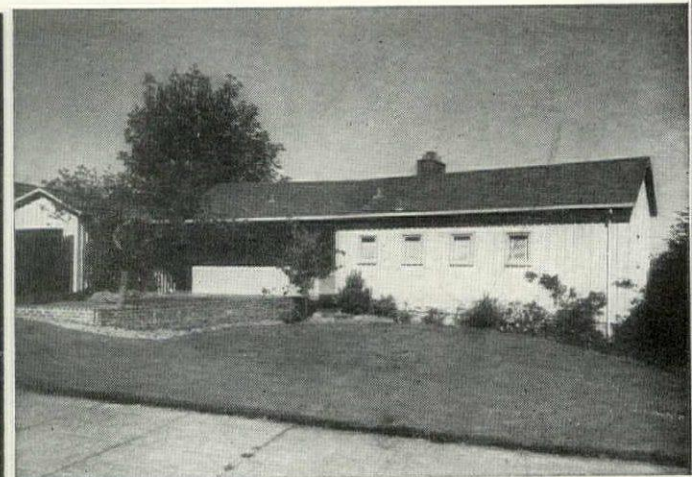
FRANK A. MARTIN, General Contractor

CONSTRUCTION OUTLINE: Foundation—concrete. Water-proofing—asphalt emulsion. STRUCTURE: Exterior walls—fir studs, wood siding; inside—plywood or plaster. ROOF—cedar shingles. Deck—3-ply composition roofing. SHEET METAL WORK—galvanized iron. WINDOWS: Sash—fir. Glass—single strength, quality A. FLOOR COVERINGS: Kitchen and bathrooms—linoleum. WOODWORK AND DOORS—fir and fir plywood. ELECTRICAL WIRING—knob and tube. KITCHEN EQUIPMENT: Range and refrigerator—electric. Cabinets—fir plywood. BATHROOM EQUIPMENT—Kohler Co. HEATING—forced warm air system with oil burner.

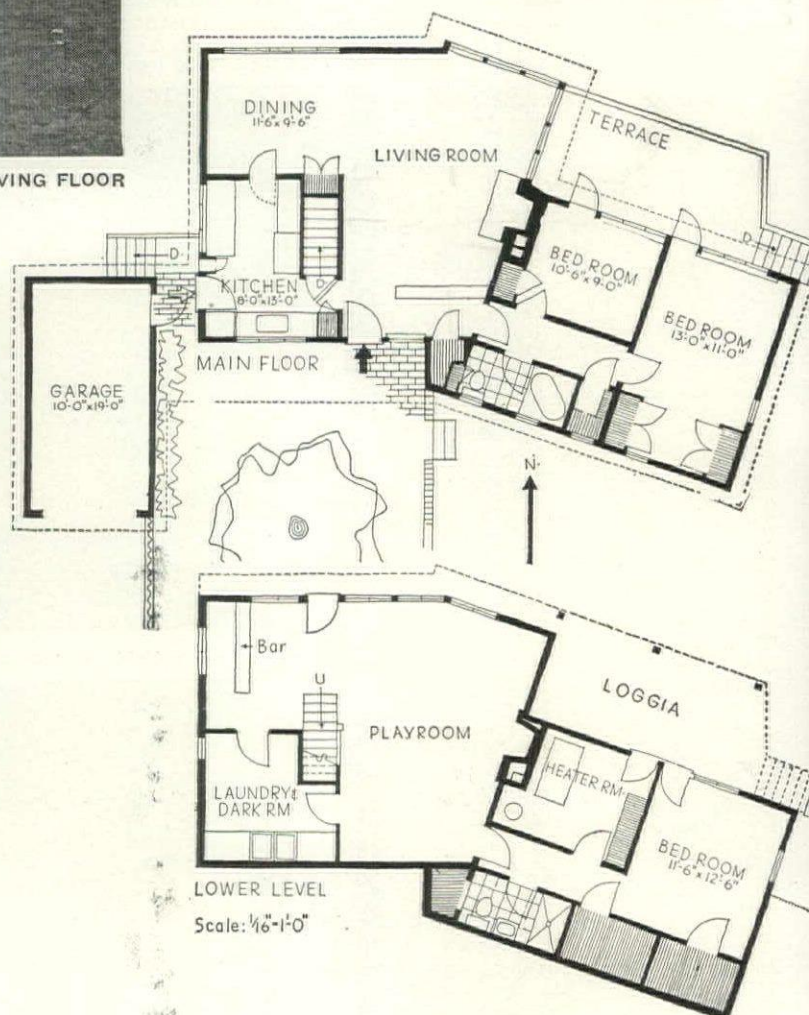


DOWNHILL, BASEMENT ROOMS HAVE NEARLY ALL THE ADVANTAGES OF MAIN LIVING FLOOR

LIVING ROOM IS FINISH IN FIR PLYWOOD, PLASTER, AND GLASS



SLOPE OF LAWN STARTS FROM EDGE OF ENTRANCE PATIO





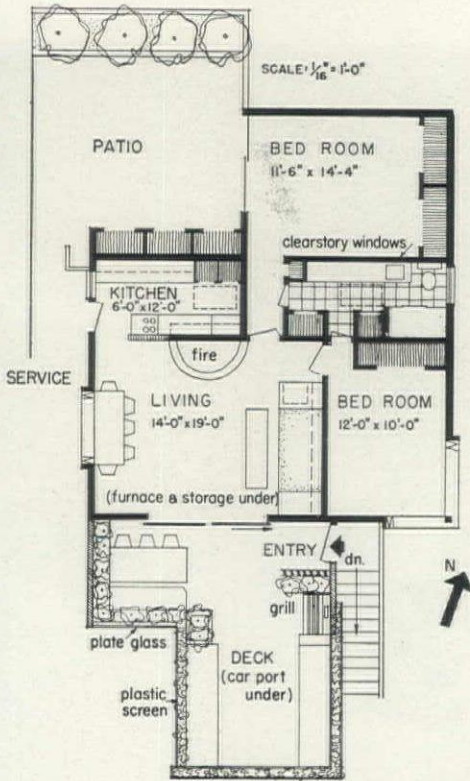
## 38. This site slopes up from the road, so the house climbs instead of descending

When designer-contractor Konigshofer rolled home from the wars, he had difficulty finding a rentable home, so—backed by a GI loan—he built this. It has turned out to be a good investment, not only economically (the cost to him was \$7,500; he has standing offers as high as \$15,000) but also in the kind of living he likes. Set on a 40 x 100 ft. lot in a middle class residential area, it gains privacy from the heavily wooded hillside and from its concentration of exposures at the lofty downhill side. The finish is horizontal Ponderosa pine planks, interior and exterior. Etched glass shields are placed for further privacy, and plant stands and boxes abound in the plan. Although this is a small house, it is doubtful that there is a larger living room in the neighborhood, when the porch over the carport is included. With the glass doors slid back, and the inside hooded fireplace and porch barbecue both going, facilities are present for spacious living and entertaining. Floor area of house is 990 sq. ft.

LOCATION: CARMEL, CALIF.

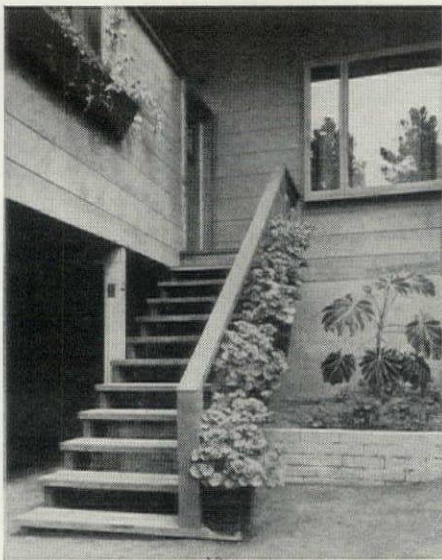
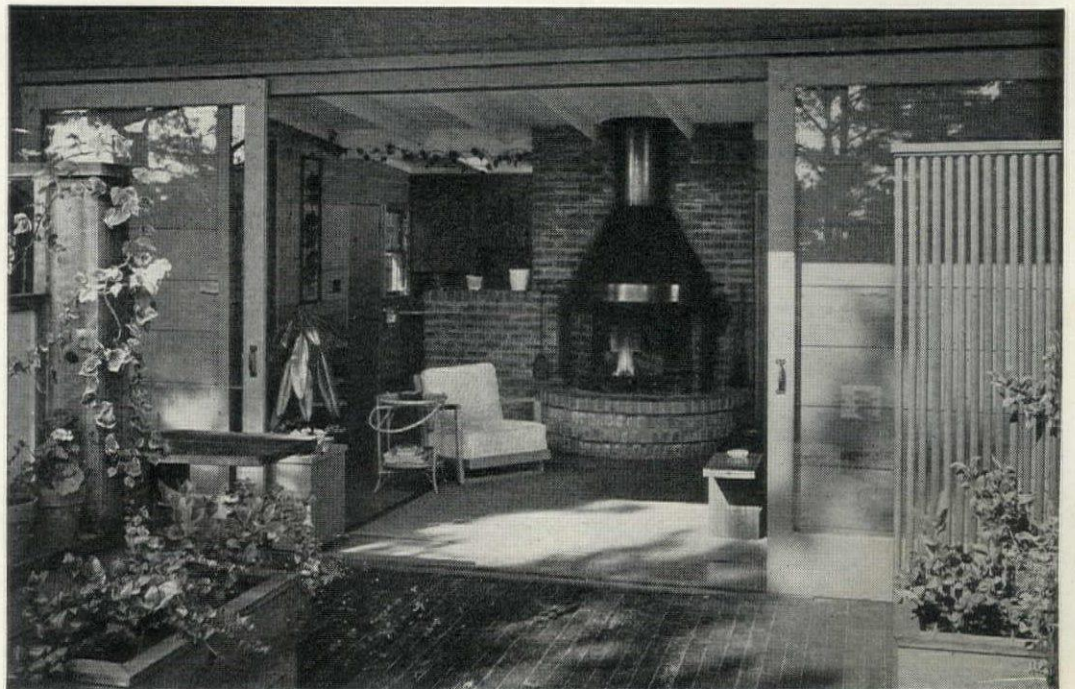
JOHN KONIGSHOFER, Designer and Builder

CONSTRUCTION OUTLINE: Foundation—concrete. STRUCTURE: Exterior walls—pine studs, horizontal Ponderosa pine inside and out. Floors—oak. Ceilings—shiplap pine with rough side down, pine rafters exposed. ROOF—mineral surface cap sheet. Deck—pine. SHEET METAL WORK—galvanized iron. WINDOWS: Glass—crystal and double strength. FLOOR COVERINGS: Kitchen and bathrooms—linoleum. PAINTS—National Lead Co. HARDWARE—Schlage Lock Co. KITCHEN EQUIPMENT: Range—gas. Refrigerator—electric. BATHROOM EQUIPMENT—Crane Co. HEATING—hot air system. Boiler—Payne Furnace & Supply Co. Water heater—Day & Nite Water Heater Co.



DOWNHILL SIDE OF HOUSE PRESENTS THE MAIN APPROACH; ENTRANCE STAIRS FLANK CARPORT

GLASS DOORS SLIDE BACK TO COMBINE THE LIVING ROOM WITH THE SPACIOUS ELEVATED PORCH

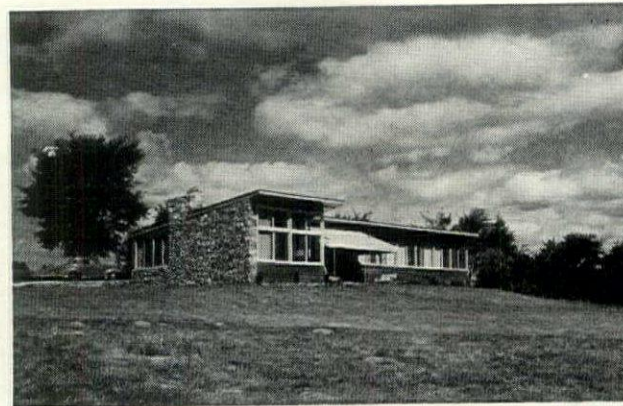
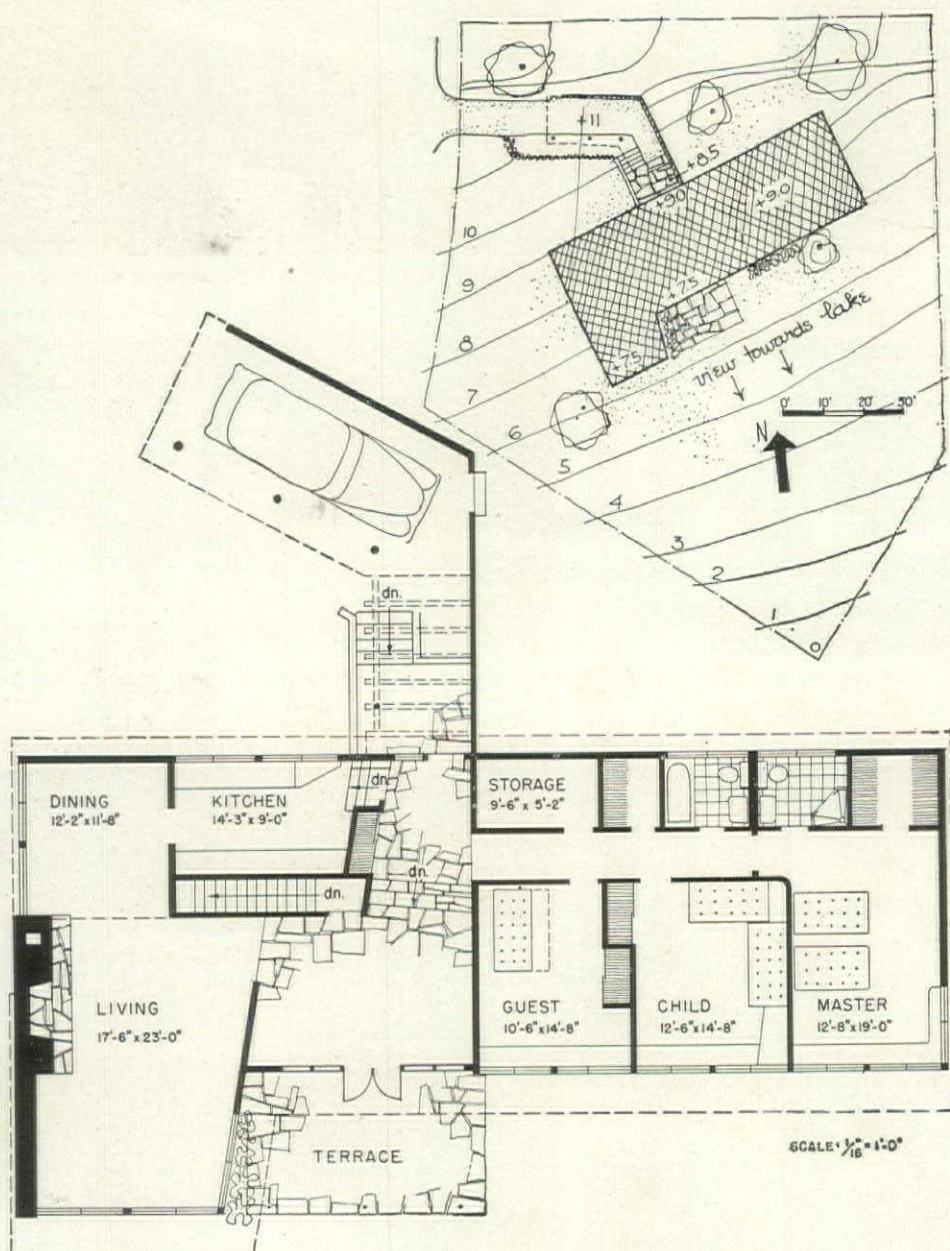




# 39. Three bedrooms plus large living area organized for privacy, sun and view

LOCATION: CANDLEWOOD LAKE, CONN.  
 WILLIAM LESCAZE, Architect  
 KERN HINES, Interior Decorator  
 ARTHUR E. McCOLLAM, General Contractor

This summer and week-end house uses traditional summer colony materials—field stone and unpainted wood—in a contemporary manner to provide the occupants with maximum privacy from street and neighbors. Located on a lot which slopes gently to the south, with a lake and fine view beyond, the plan exploits these natural advantages in a sensible and uncomplicated way. Except for the kitchen and dining alcove, every room gets southern exposure and view. The carport, kitchen and service elements protect the house from the north, while the big fieldstone chimney-wall blocks most of the hot western sun. A pleasant feature in a house designed primarily for summer use is the big, stone-paved loggia facing the entrance. Its glass doors fold back onto a flagged terrace to form a modern variant of the old southern "dog-trot," creating an area which should be pleasant on the hottest day. Of frame construction, with forced warm air heating, the house cost \$22,000 in 1947. Floor area 2,380 sq. ft.



HOUSE FROM SOUTH IS LOW, UNPRETENTIOUS, OPEN



STONE FLOORED LOGGIA HAS CHERRY PLANK WALLS

CONSTRUCTION OUTLINE: FOUNDATION—concrete block. STRUCTURE: Exterior walls—redwood siding, fiberboard sheathing, The Celotex Corp.; inside—wood studs, plaster and plywood. Ceilings—plaster. ROOF—built-up composition, Johns-Manville Corp. SOUND INSULATION—rockwool. FIREPLACE: Damper—H. W. Covert Co. SHEET METAL WORK: Flashing—copper. WINDOWS: Sash—wood sliding. Glass—Pennvernon double strength, quality A, Pittsburgh Plate Glass Co. FLOOR COVERINGS: Kitchen—linoleum, Armstrong Cork Co. Bathrooms—ceramic tile. WALL COVERINGS: Living room and halls—cherry boards and plaster. Bedrooms—rift oak plywood and plaster. Bathrooms—ceramic tile. PAINTS—Samuel Cabot, Inc. and The Eagle-Picher Sales Co. DOORS—flush birch veneer, Roddis Lumber Co. HARDWARE—Yale & Towne Mfg. Co. KITCHEN EQUIPMENT: Range and refrigerator—electric. BATHROOM EQUIPMENT—American Radiator-Standard Sanitary Corp. PLUMBING: Soil pipes—cast iron. Vent pipes—galvanized steel. Water distribution—copper tubing. HEATING—forced warm air system with filtering and humidifying, Lennox Furnace Co.





LIKE MOST AWNINGS, THIS ONE MARS APPEARANCE OF THE HOUSE, SEEMS TO INDICATE NEED FOR PERMANENT TRELLIAGE AND WIDER ROOF OVERHANGS

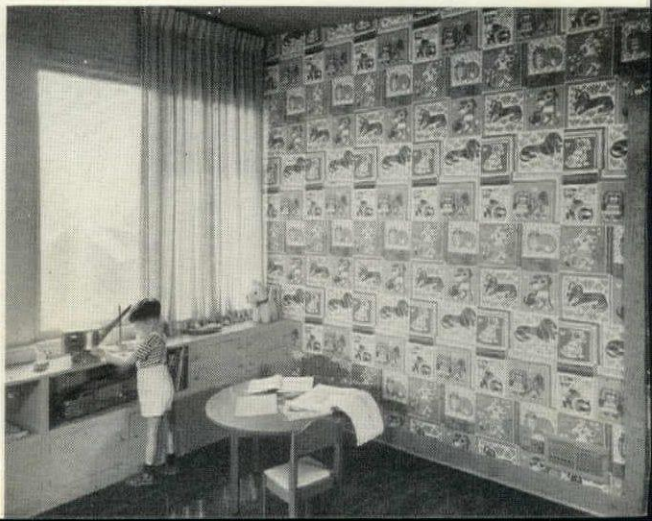
*Ben Schnall*

PLASTER, RUST COLORED BOULDERS AND CHERRY FLOORS SET COLOR SCHEME FOR LIVING ROOM



THE STRIP KITCHEN, WITH DINING ROOM BEYOND

CHILD'S ROOM HAS TOY CASES UNDER WINDOWS





## 40. Restraint in partitioning yields a first floor that is nearly all living room

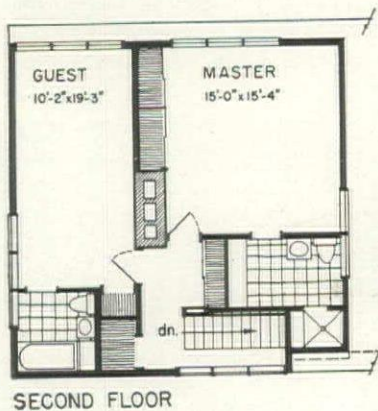
A central fireplace is the core for planning in the main portion of this neatly arranged house. On the first floor, partitions radiating from the masonry stack divide the space into living room, dining room, and kitchen; upstairs the brick line is extended to divide the space into two bedrooms, each with bath; in the basement the area from stairway to chimney is used as recreation room—beyond the chimney is heater space and back-bar. Another feature of the house, and the one which most pleases the owners, is a porch which is fitted into the area enclosed by a first floor wing containing a study and a garage. The porch has only one open side, and is roofed over, but the one exposure does look out over the garden. Large sliding doors open it to the living room. Floor area 2,634 sq. ft.; cost \$15,500 in 1941.

LOCATION: CAMP HILL, PA.

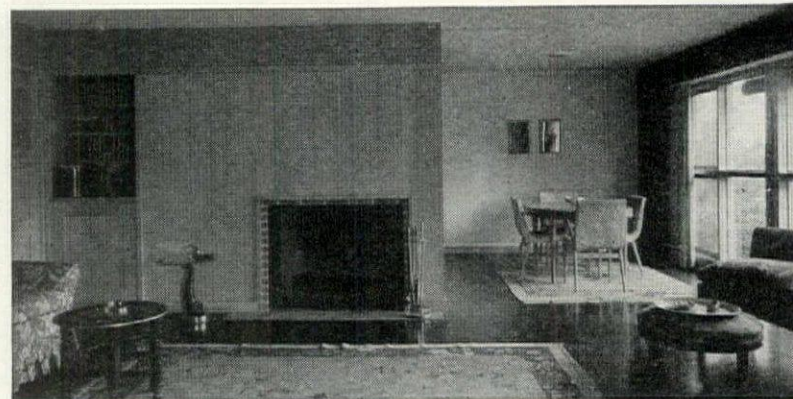
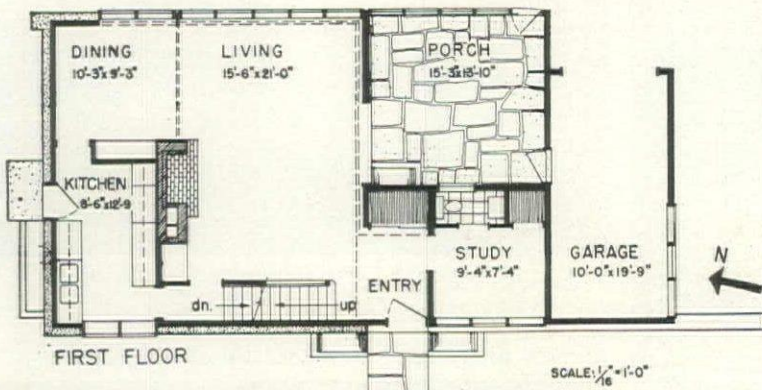
JAMES W. MINICK, Architect

CONSTRUCTION OUTLINE: Structure: Exterior walls—stone veneer and redwood shiplap, Vaporseal, The Celotex Corp., inside—studs, rocklath and plaster, U. S. Gypsum Co. ROOFING—The Barrett Co., Mohawk Asbestos Shingle Co. DAMPER—H. W. Covert Co. WINDOWS: Sash—Truscon Steel Co. Glass—Pittsburgh Plate Glass Co. FLOOR COVERINGS—Armstrong Cork Co. PAINTS—Sherwin Williams Co. and Pratt & Lambert. KITCHEN UNIT—General Electric Co. BATHROOM FIXTURES—American Radiator-Standard Sanitary Corp. Cabinets—Art Metal Co. and Philip Carey Co. HEATING—warm air system, General Electric Co.

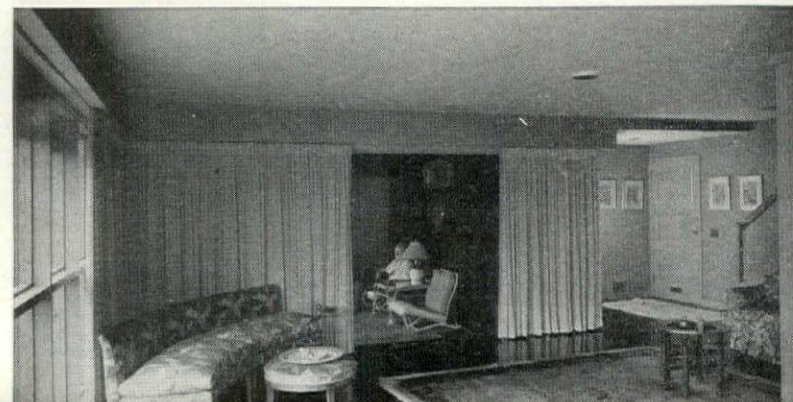
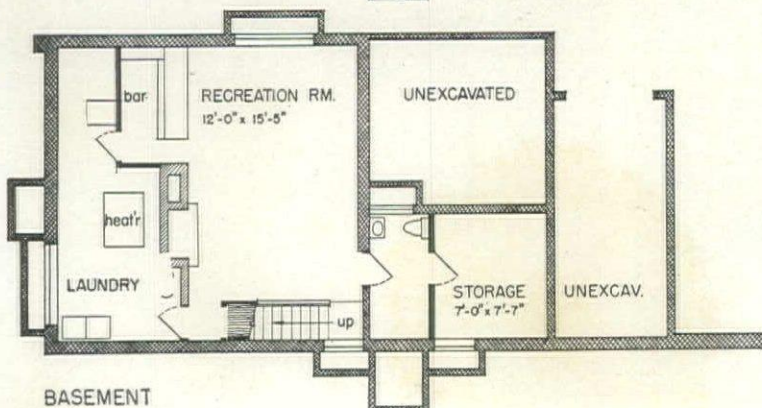
Ken Smith



FRAMING OF GLASS ON THE LIVING ROOM FACADE IS CONTINUED THROUGH SCREENED WALL OF THE PORCH



ABOVE IS VIEW INTO DINING AREA AND BELOW, VIEW FROM ENTRANCE







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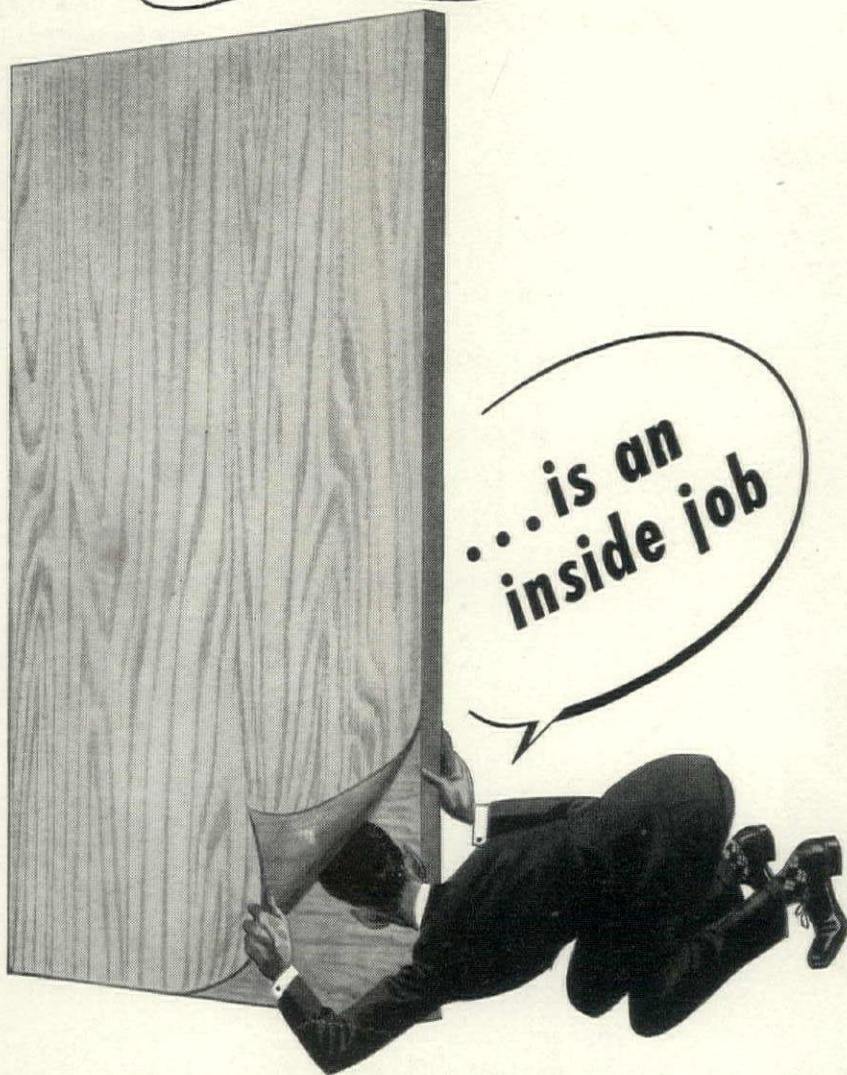
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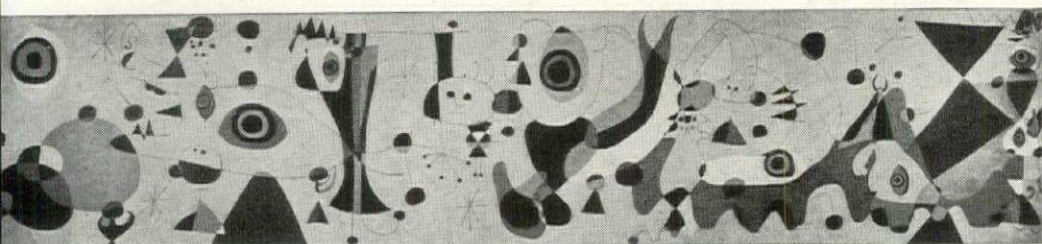
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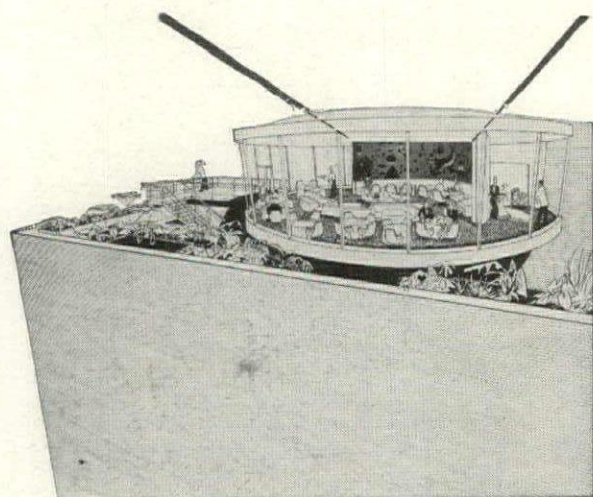
MARSHFIELD, WISCONSIN



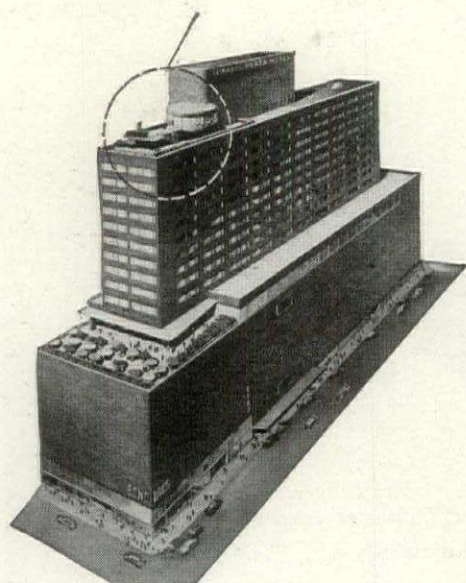
## BARROOM ART IN THE MODERN MANNER



*Miro's mural*



*Penthouse restaurant*



*Cincinnati's Terrace Plaza Hotel*

Last month Manhattan art fanciers gazed at a new mural by Joan Miro which covered 272 prominent sq. ft. in the Museum of Modern Art's showcase lobby. In June, customers of the Gourmet Restaurant atop Cincinnati's lush, soon-to-be-opened Terrace Plaza Hotel (Forum, Dec. '46) will get their first look at the same colorful mural.

Responsible for this new marriage of culture and commerce is John J. Emery, President of the Cincinnati Art Museum and also of Thomas Emery's Sons, Inc., owners and operators of the Terrace Plaza. The old refrain, "I brought Culture to Buffalo in the Nineties!" might be paraphrased by Mr. Emery who is bringing modern art to Cincinnati in the Forties. In addition to the Miro, he has commissioned a huge (1,080 sq. ft.) mural by Saul Steinberg for the Skyline Room, the hotel's main dining room, and a mobile by Alexander Calder for the eighth floor lobby.

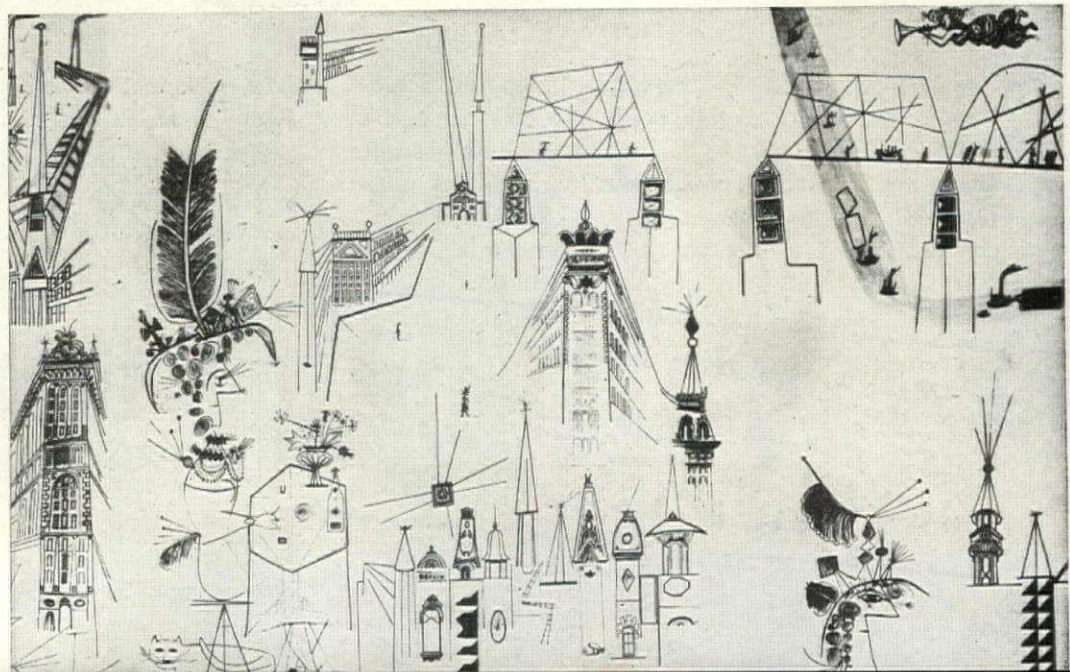
Emery first showed his artistic acumen when he hired Skidmore, Owings & Merrill, a firm of unusual architectural finesse, to design the Terrace Plaza. His subsequent choice of artists could hardly have been happier. The hotel interior with its sleek, uncluttered planes is an excellent foil for the delicate yet arresting trceries of these particular artists.

*(Continued on page 150)*



*Calder's "Twenty Leaves and an Apple."*

*Panel from Steinberg's mural*



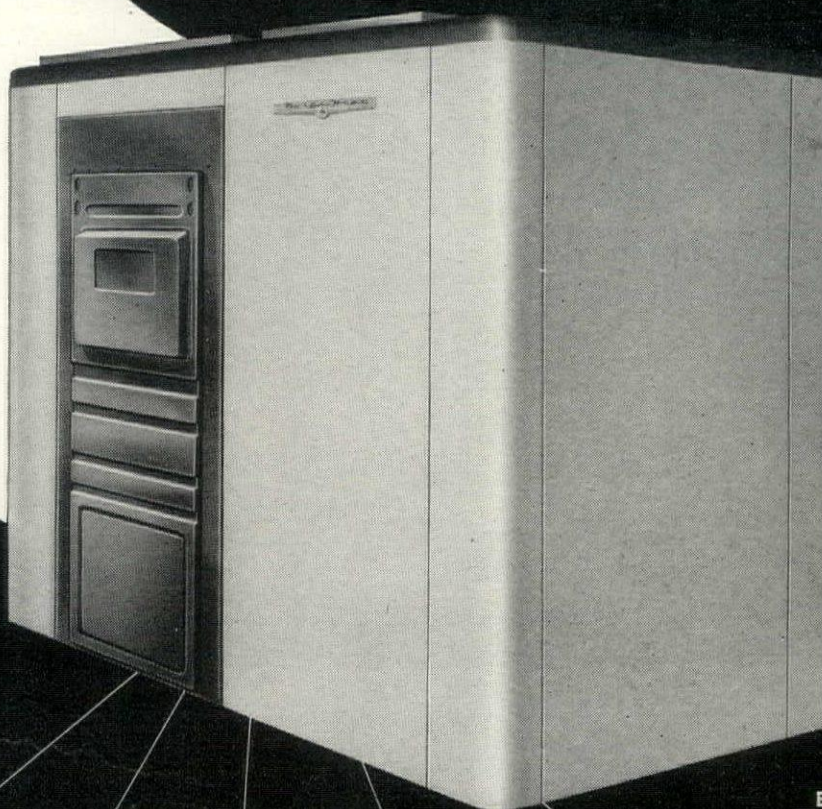


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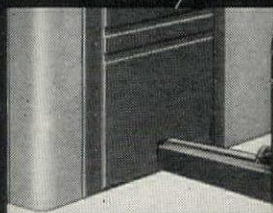
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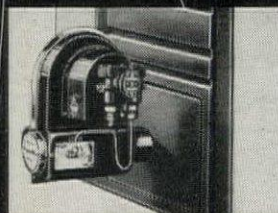
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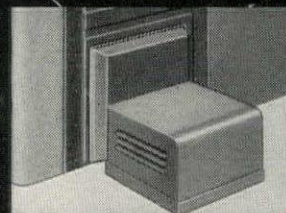
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All three have been salaamed by solemn critics throughout Europe and America. But their creations actually represent modern art at its most frivolous (and therefore in this case most apt). For these designs are perfectly suited to their job of putting cafe customers in a mood of lighthearted and sophisticated gayety. James Thrall Soby, of the Museum of Modern Art's Department of Painting and Sculpture, says of the Miro mural:

"Of the work of painters belonging to the generation following Picasso, none seems so well suited to large-scale decoration as Joan Miro's. His easel pictures have long been notable for freshness of subject, lively and provocative color, remarkable spatial intuition, a rich linear fantasy tending toward humor. All of these qualities may be seen in the huge panel that Miro has painted for the Terrace Plaza Hotel in Cincinnati. But the

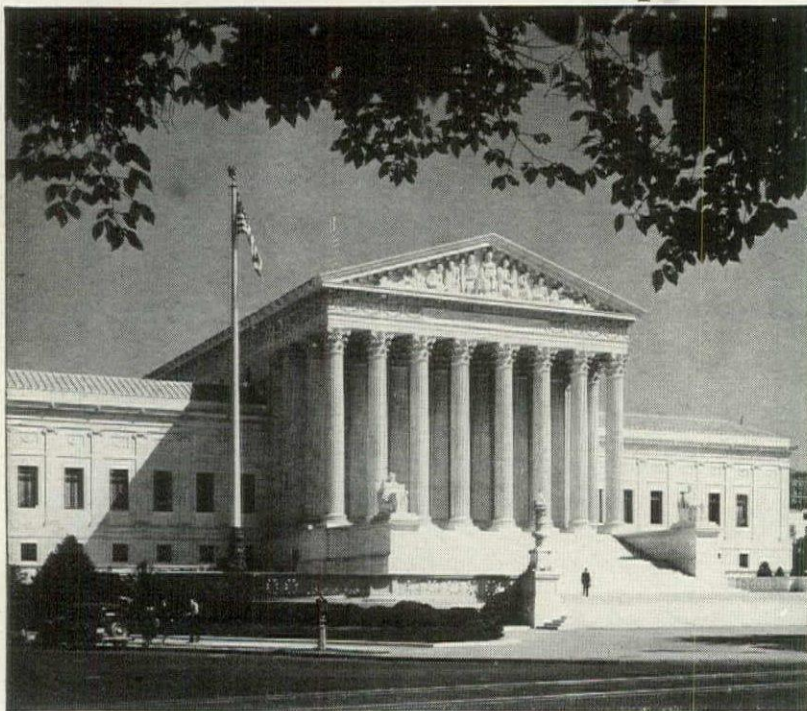
artist has not merely inflated one of his easel works. He has thought out anew the special problems imposed by this panel's size and purpose . . . We do not need to know precisely what the panel's subject is or means. It is designed to beguile and stimulate, not to puzzle or tax; it is meant to be absorbed pleasurably rather than studied, like music heard through a summer window."

Steinberg, who first gained fame for his satirical line drawings in the *New Yorker* magazine and in 1946 was jumped into the serious art category with an exhibit at the Museum of Modern Art, is equally delightful as a muralist. His drawings, executed in black, white and sepia, have always been a parody of the public he entertains. To this mural he brings, unchanged, the minute detail and comic observation which have already made his reputation. But this is the first time Steinberg has applied his talent for microscopic examination to a work of such scale. The conception, which one might have expected to be dwarfed by its new size, retains its entertainment value, perhaps even gains in decorative quality.

Calder, whose mobiles are a contemporary substitute for the pompous cut glass chandelier, is as expert at creating gay abstractions as he has been for the past 20 years.

It is this reviewer's opinion that much of modern art is treated with a reverence that keeps it hidden away in museums, approached with trepidation, if at all, by the general public. In the Terrace Plaza everybody—artist, owner, customer—seems to be having a first-name good time with it. M.M.

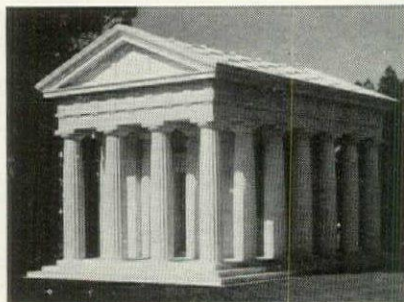
## Vermont Marble Stands Supreme



Supreme Court Building, Washington, D. C. Cass Gilbert, Architect. Imperial Danby Marble

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## ART ON THE HIGH SEAS

The supercargo of modern art decorating the public rooms of the recently converted Moore-McCormack passenger ship, *Argentina*, created something of a stir at its unveiling. The shock to a public accustomed to gold leaf and rococo carving could hardly have been more unnerving. For the *Argentina* is one of the first ships to espouse modern informality—from Eames chairs to abstract murals. Now that the first violent attacks on this breaker of icons have subsided, we can see more clearly the implication of the event: at last, a ship has dropped the effort to overpower its passengers with extravagant surroundings, offering instead a handsome, but comfortable and cheerful background for ocean cruising. At the same time, abstract artists got one of their few chances at important commercial jobs.

This is not the first time that the designers of this ship interior, Donald Deskey Associates, have started a near riot with their disregard for convention. When Rockefeller Center opened over a decade ago, a sculpture and a mural by modern artists whom Deskey had helped to select, were similarly stormed against. Both decorations were removed, although the sculpture was eventually put back in place, quietly.

No such stripping is contemplated for the *Argentina*, and its boost to the employment of top-ranking modernists may be considerable. Most important achievement is the fact that no rigid scheme was set up for the art work. Instead artists were given a rare chance to cooperate closely with designers on a major job. In spite of this opportunity, the integration of the artists' work with over-all room design is questionable. But at least the results are individual and extremely refreshing after years of murky salon realism.

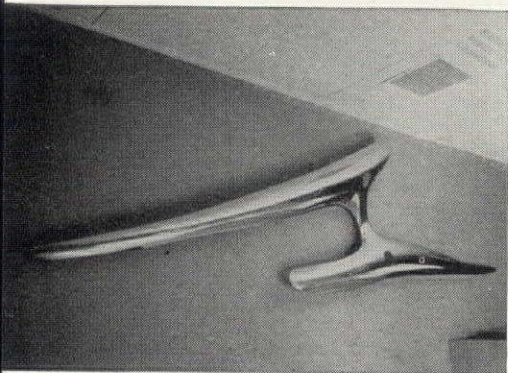
Seven artists were commissioned to execute the murals and wall sculptures. Perhaps most exciting (and most baffling to the conventional passenger) was Isamu Noguchi's "Lunar" light

(Continued on page 152)

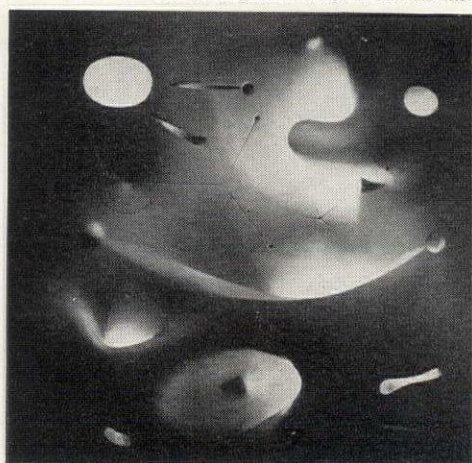


## REVIEWS

Lionel Friedman: Pictorial Services Inc.



Rivera's "En Route"



Noguchi's "Lunar"

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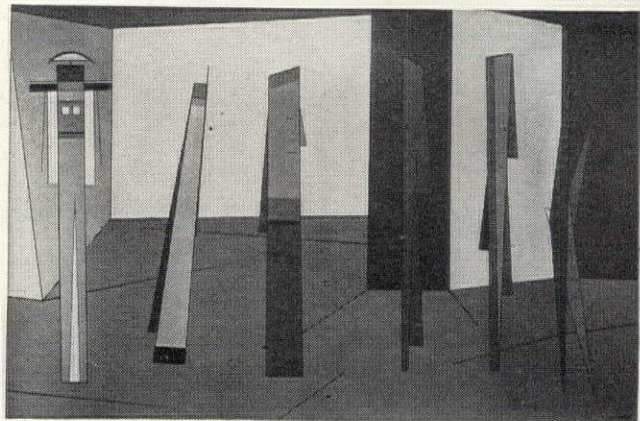
sculpture above the entrance stairway to the promenade deck (see cut). An uneasy ship's official, showing prospective passengers their way about, remarked apologetically of this piece: "We call it Schnozzola."

Attilio Salemme's mural in the cabin class lounge (see cut) proved less of a trial.

Jose de Rivera, whose stainless steel sculpture dominates the first class dining room, tells of some of the problems involved in work of this kind: "When artists cooperate with designers, it is so complicated there is no point in being too critical. I was not bothered on this job. When I was called in, they were tearing the ship apart for reconversion. I went on board and looked over the space and saw the dining room. I thought the wall there was the best space. The choice of size and relationship to the room was my own. If my sculpture had been out of scale, it would have been my fault . . . The sculpture is placed where people can touch it, which is OK with me . . ."

Murals by Loren MacIver, Eric Mose, Theodos Stamos and Fred and Dorothy Farr also occupy prominent positions on board. All in all, the *Argentina* is a big step forward. When

Baker Photo



Salemme's "Enigma of Joy"

designers and artists become more familiar with the problems in a job of this size, the results will undoubtedly be better integrated. Rivera, who recognizes present pitfalls remarks: "... on any job, the more collaboration and the more exchange of ideas and efforts there are, the better."—E.B.

### TRAIL BY ACTION

As recently as ten years ago auctions of modern paintings were dismal affairs, attended only by a few staunch believers who came to condole with each other and to pick up bargains. This year Parke-Bernet's auctions, (December 10 and 11 and March 11) on Manhattan's pace-setting 57th Street, were held at night and achieved the opulent air of grand opera. Mink coats, Sophie originals and Alajalov smiles were the order of the evening. At the March fete all seats in the hall and gallery were filled before the auctioneer ascended his podium and standees occupied every inch of wall space, crowded the doorways.

Such interest was more than academic. Bids by the seasoned buyers who attend these sales are regarded as the acid test of an artist's value, set his asking price for the coming year. Price-marked copies of the sale catalogues become standard reference guides for dealers and buyers throughout the country. The rise and fall of an artist's popularity is charted by whether bids exceed or fall short of advance estimates based on paintings sold in the previous year's auctioning. Seventy per cent of the estimate is considered a good price.

(Continued on page 156)



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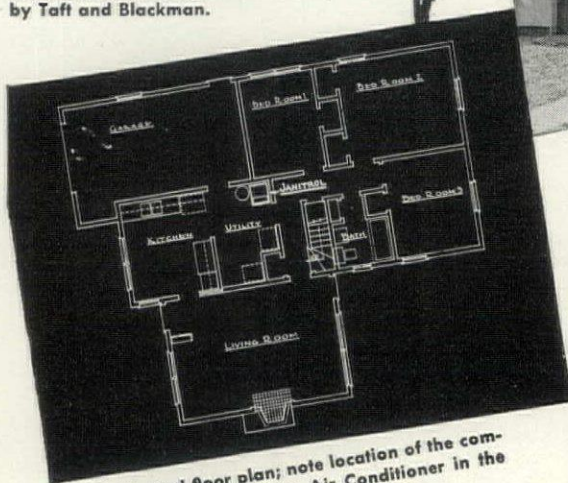
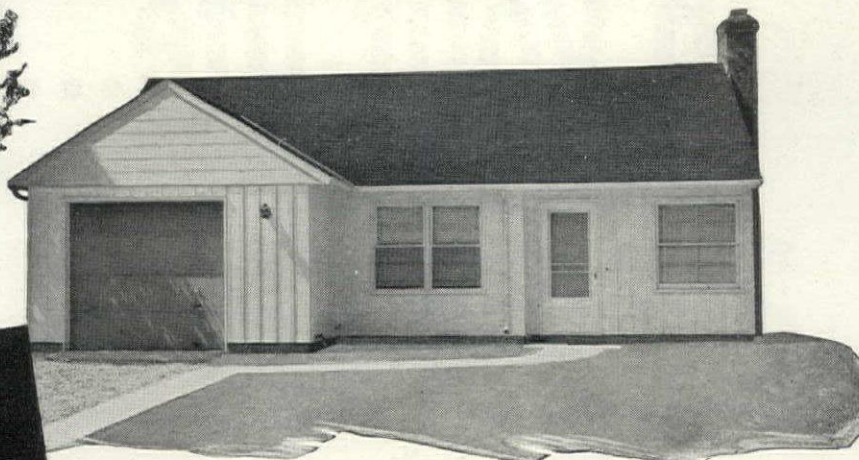
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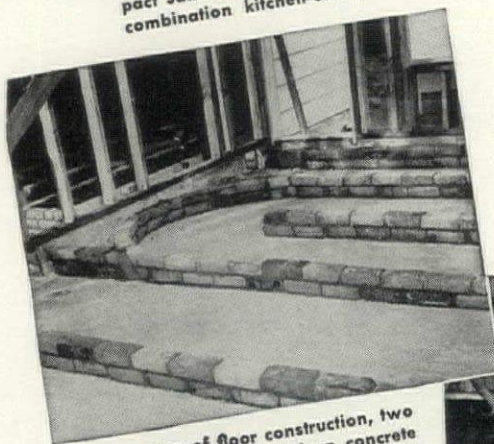


# NEW RADIANT PANEL SYSTEM LOWERS CONSTRUCTION AND HEATING COSTS FOR SINGLE FLOOR-PLAN HOUSES

One of 80 three-bedroom houses of the Kew Garden project designed by Mellenbrook, Foley & Scott and built at Berea, Ohio, suburb of Cleveland, by Taft and Blackman.

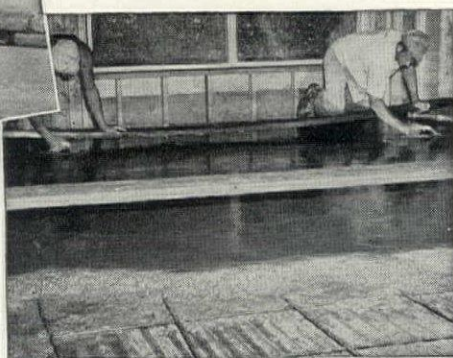


Typical floor plan; note location of the compact Janitrol Winter Air Conditioner in the combination kitchen-utility room.



Beginning of floor construction, two tiers of bricks are laid on concrete slab to form heat distribution ducts 5½" deep.

Pouring concrete over corrugated sheet steel above the duct tiers on which reinforcing bars are supported.



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The system which employs a Janitrol Winter Air Conditioner, works beautifully and the home owners are immensely enthusiastic.

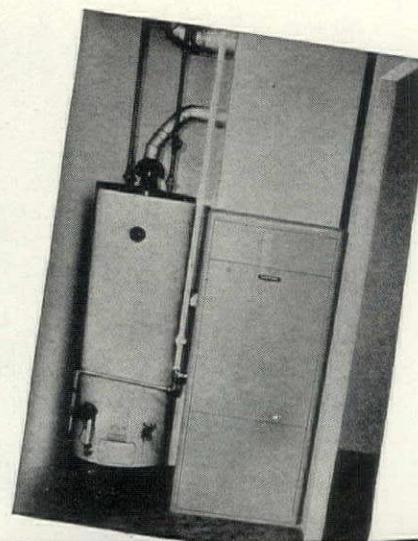
All of the floor area, except the garage, of these one floor type houses is radiant panel heated. The Janitrol gas-fired 105,000 Btu Winter Air Conditioner is located in the combination kitchen-utility room. See floor plan at the left.

In addition to the solid com-

fort supplied by quiet, automatic Janitrol heat, installation of the unit and house construction costs were materially lowered by the unique heat distribution system.

Forced warm air is first conducted upward to the attic and then distributed by stacks located in the walls to the under-floor duct system. Special care was given in the duct design to minimize any resistance to air flow.

A more complete description of the construction and operating details of this money-saving, modern heating system is available upon request. Write for the "Kew Gardens Story" and learn how Janitrol can help you sell better home comfort at lower cost



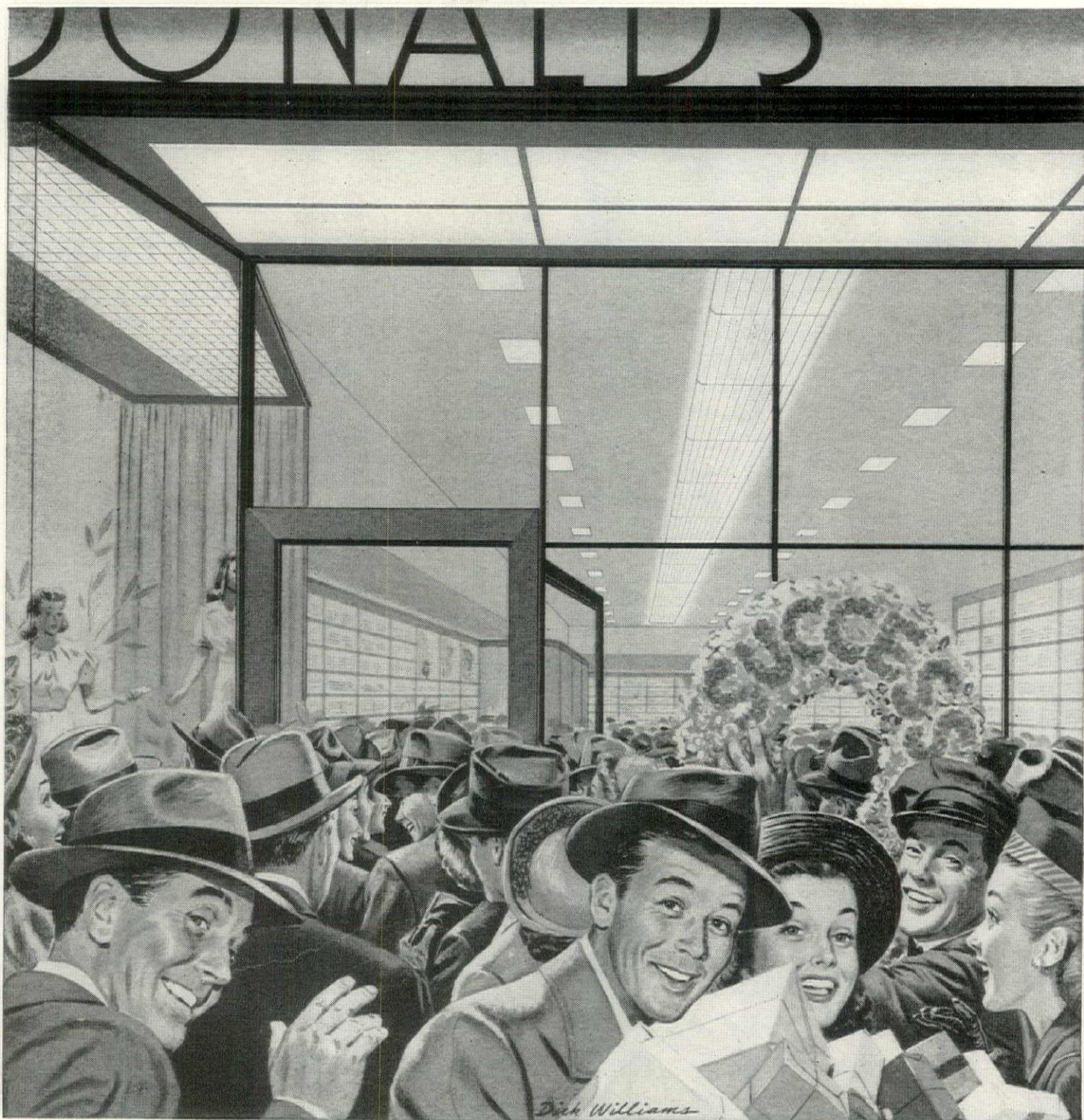
Extremely compact, this 105,000 Btu Janitrol Winter Air Conditioner requires a floor space of less than 22" x 22".

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has given you  
more light for  
your money.

*Using 20-watt lamp  
as typical example*

LIGHT  
OUTPUT  
UP 44%

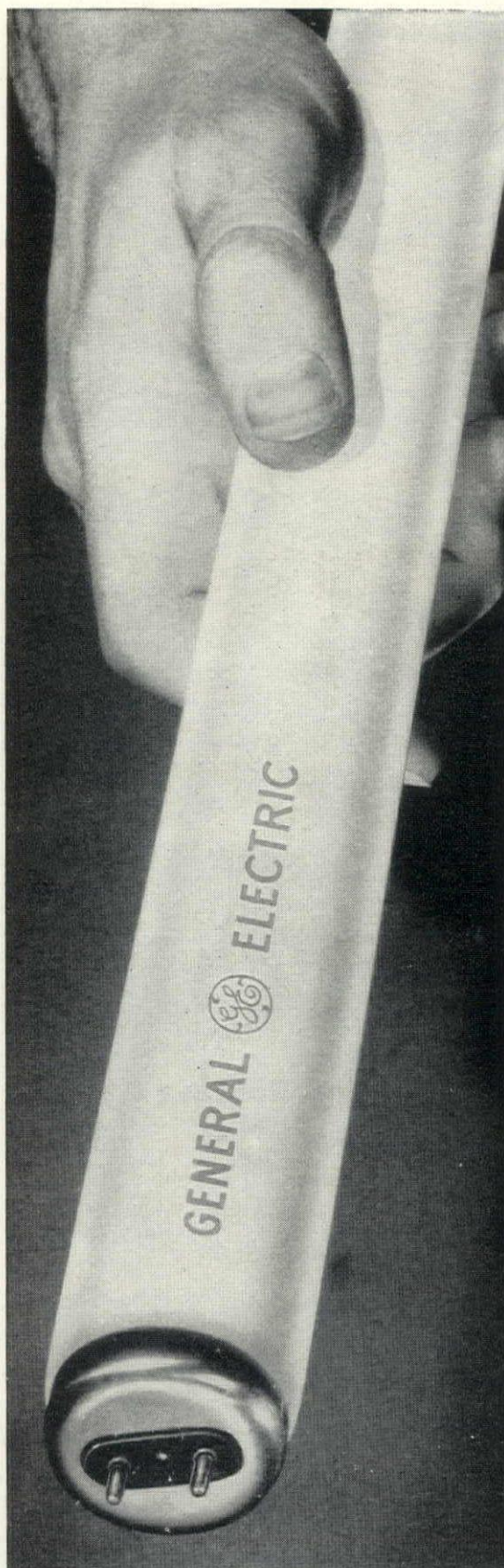
LAMP  
LIFE  
UP  
150%

LAMP COST  
DOWN 62.5%

From the first, G-E Lamp scientists have led in fluorescent development, working ceaselessly to bring the cost of fluorescent lamps lower and lower—to raise efficiency higher and higher. The chart shows what's happened.

You can count on G-E fluorescent lamps as an increasingly valuable tool in modern lighting. The swift, steady improvement in fluorescent is typical of

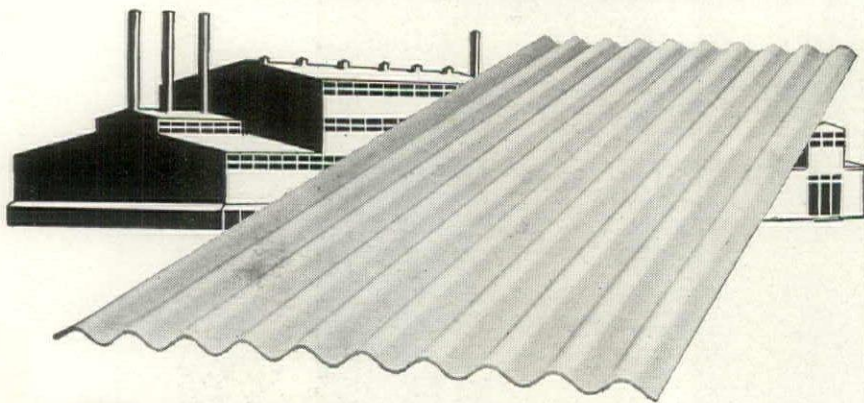
the persistent effort of G-E Lamp research to give *more light for the money*. It is only one of many reasons why it always pays to specify G-E lamps... constantly improved by research to *Stay Brighter Longer!*



**G-E LAMPS**  
**GENERAL  ELECTRIC**



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We are concentrating on production of this single industrial product. Stocks are now ample to make some immediate shipments. Free Engineering Service, available on request, shows how Asbestone can be adapted to your needs.

### ASBESTONE CORPORATION

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Specialists in Asbestos-Cement Building

Products for over 25 Years

At the March sale the audience was a knowing one. Between bids (as between acts) came the buzz of surprise, satisfaction or dissent. The appearance of favorites on the stage—Renoir, Chagall, Matisse—brought murmurs so loud that the auctioneer had to call for order. When he made the mistake of mispronouncing the name of Pierre Puvis de Chavannes, a titter spread through the hall.

By the end of the auction, Modern Art had arrived so definitely that long-time devotees saw its price-scale soaring out of reach. Most of the paintings were not even the best work of the artists they represented. But a tiny Paul Klee, the size of an ordinary envelope, brought \$300 (estimate \$150). A Chagall pastel estimated at \$500 whisked up to \$1,075. Matisse consistently lived up to his already high rating, one handsome still life bringing \$4,900. Picasso wavered from time to time, but amazed everyone by commanding \$2,600 for an early impressionistic flower study put on the block at a hoped-for \$1,800. The total told the story; paintings estimated to go for a top of \$40,000 (\$28,000 would have been considered a good take) brought in a thumping \$50,970.

Meanwhile, like most movements, Modern Art was finding that, while gaining respectable sanction, revolt had broken out in the front rank—this time among previously friendly critics. The artist-jury which awarded the La Tausca Pearl Contest first prize to Nicholas Vasilieff's "Still Life" found itself uproariously condemned for the choice. The esthetic standards of New York's Museum of Modern Art were challenged at its showing of recent acquisitions. In a gesture that smacked a little of publicity Boston's Museum of Modern Art joined the dissenters, announced that henceforth its name would be the Museum of Contemporary Art—modern art having become in its opinion "something unintelligible, something meaningless."

In varying tones of intensity, one cry was being heard more and more often. None denied the artist his hard-won right to experiment. But most critics agreed with the blunt comment of the *New York Sun's* Henry McBride: "It happens that most of the pictures by the new young people are evasive and confused in a way to suggest not only that their training has been scant but that they have not yet arrived at having ideas about life that are worth adult attention." Perhaps the truth was this: Modern Art had become a classic. New artists would have to stage a new rebellion.

### BOOKS

**THE HOUSE FOR YOU.** By Catharine and Harold Sleeper. John Wiley & Sons, Inc., New York, N. Y. 296 pp. Illustrated. 7½ x 10½. \$5.

It seems hardly possible that any angle of renting, buying or building has not been covered once, twice or three times by the steady flow of "house books" rolling off the presses since VJ Day. But, believe it or not, the Sleepers have turned up a new approach that, while lightly touched on before, has never been fully exploited. Their book is aimed at the layman of average IQ who, having read everything on design, material and equipment, still hasn't the vaguest notion how all these elements are calculated, coordinated and assembled. The authors obviously have neither the time nor the inclination to enter the arena of modern versus traditional and, probably wisely, assume that their readers will derive more profit and information from the book if individual tastes and preferences are left unriled. In other words, the book has no esthetic mission and no axe to grind.

(Continued on page 160)





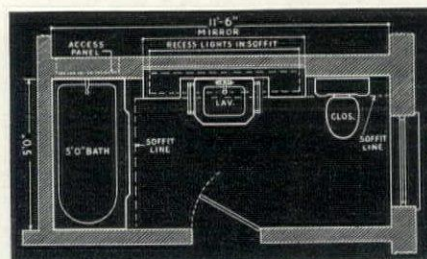
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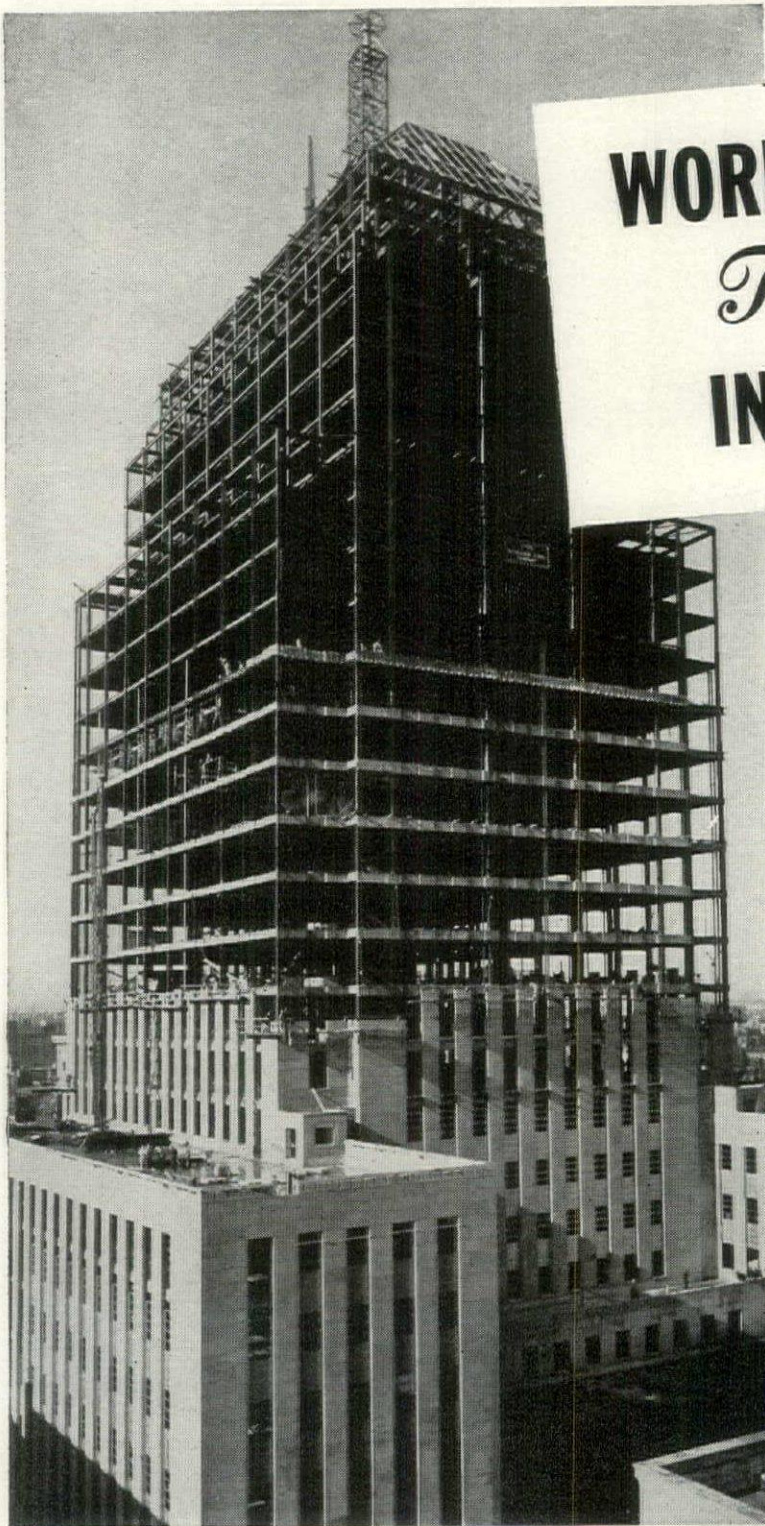


*This practical, well-balanced arrangement of Kohler fixtures with all outlets leading the same way simplifies piping and allows easy access to both fixtures and storage facilities.*

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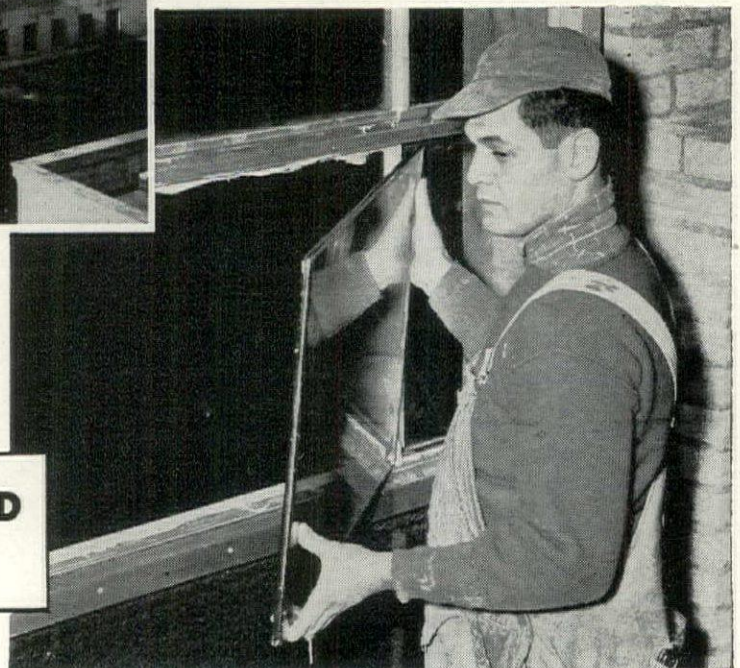
Complete information available upon request. Libbey-Owens-Ford Glass Company, 2148 Nicholas Building, Toledo 3, Ohio.

• Every window opening in the 26-story, completely air-conditioned John Hancock Mutual Life Insurance Building in Boston is being glazed with *Thermopane* to provide maximum air conditioning efficiency. Architects: Cram & Ferguson, Boston. General Contractor: Turner Construction Co. Glass furnished by Boston Plate & Window Glass Co.



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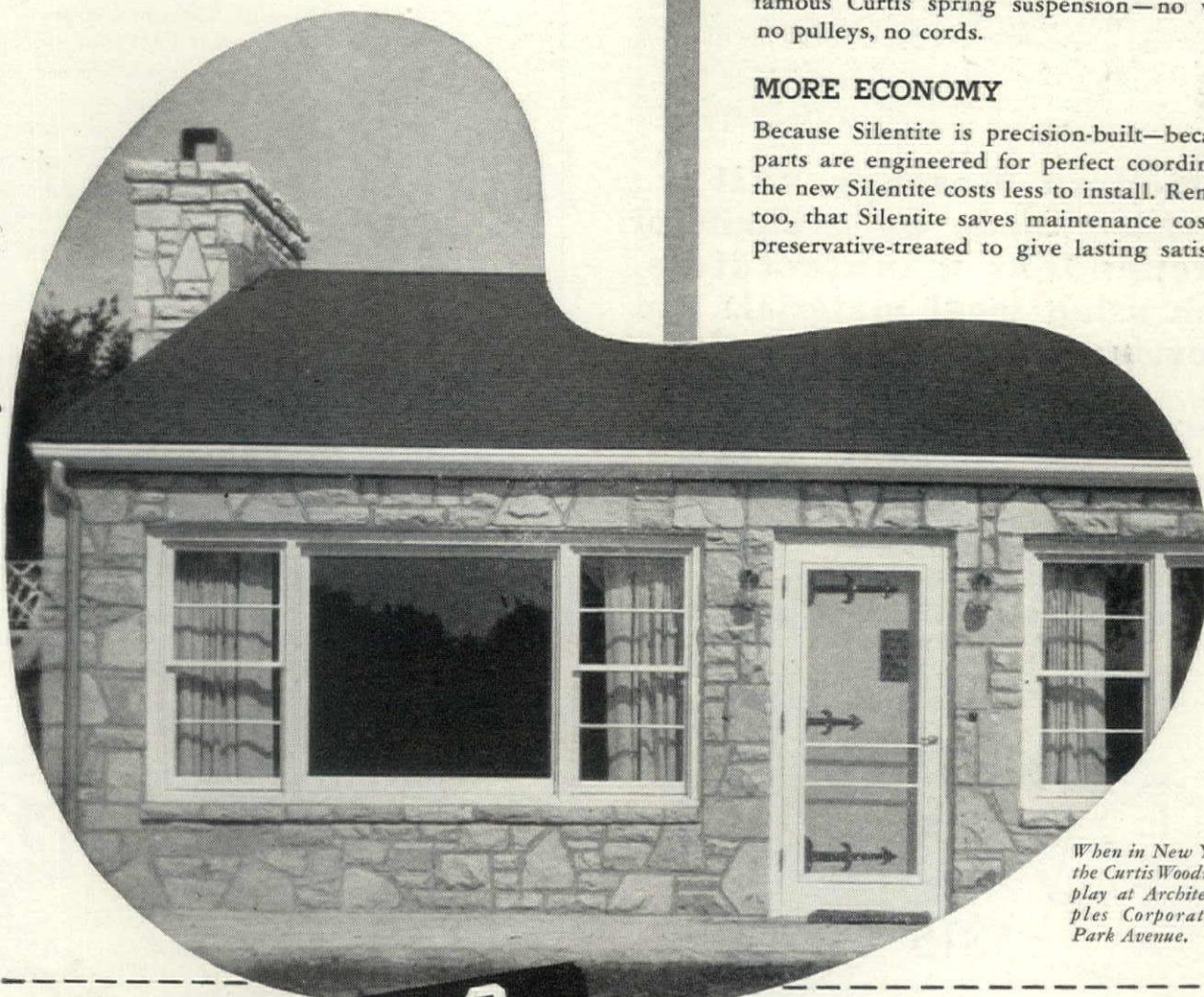
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isn't the half of it...  
with the New **SILENTITE**



When in New York, visit  
the Curtis Woodwork Display at Architects' Samples Corporation, 101  
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Of course, the new Silentite, with its narrow mullions—its large glass areas—its modern streamlined design—is *beautiful*. But beauty is only *one* feature of this truly modern window. For instance:

## GREATER WEATHER PROTECTION

Made of wood—in itself an insulating material—Silentite has new advantages that make it 20% more weathertight even than the famous original Silentite, introduced in 1932. "Floating" weatherstrips that always fit snugly, yet permit easy movement of the sash, are an important, patented feature.

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Silentite opens without effort when new—and continues to operate easily throughout its long life. It won't rattle or creep. And Silentite has the famous Curtis spring suspension—no weights, no pulleys, no cords.

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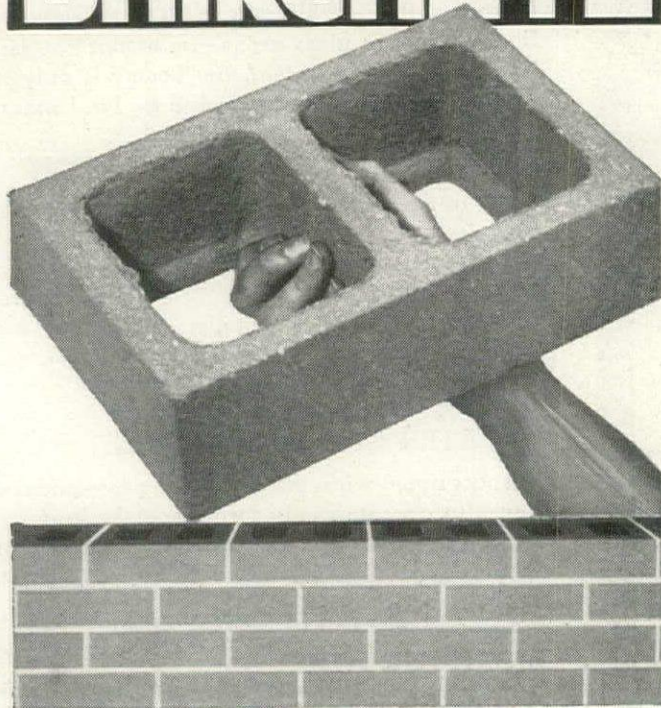
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Locally available materials are locally processed, and according to formulas and standards established by franchise requirements. Thus, unburdened by what are normally the two biggest cost items of old-line materials—transportation and distribution—Brikrete prices can be cost competition even to lumber. Yet Brikrete is masonry at its best.

Brikrete color, size and symmetry give the New Look to masonry. Mortar joints are reduced in size—halved in number. Foot-long units accentuate horizontal lines. Color range puts variety into multi-house projects.



**\$315**

is a fair estimate for the Brikrete to build the exterior walls (8") of this 37 x 24 home.

Light weight relieves burden on footings and foundations. Self-contained insulation area contributes toward comfort. High Compressive strength; low absorption. Two sizes: 12 x 3½ x 8; 12 x 3½ x 4 (laid up.)

Write for brochure BB and name of nearest manufacturer.

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If interested in manufacturing write for Brikrete Book No. 2

There is good advice to be had on the respective merits of renting, buying and building with understandable enthusiasm for the latter. Weighted dice, however, are not used. All hypothetical pitfalls are dug wide and deep, although not to the point of utter discouragement. On the contrary, the book has definite cheer. From the first page the reader senses a lived-happily-ever-after ending to the volume as well as his own life. If he absorbs all it has to offer he will emerge the world's most unBlandings-like consumer.

In a prominent position near the front of the book is a section on architectural lingo that should be a boon to the novice builder who has never been quite sure of the difference between a post and a column or a gambrel and a hipped roof. This glossary is a pictorial translation and as such provides a simple and much-needed tool for the layman.

Also typical of the book's practical approach is a rational and understandable rule for choosing basement or basementless construction. A pro and a con list of circumstances are given to be checked against. The latter reads:

- "1) Rock near the surface of the ground. Excavation is expensive.
- 2) Ground water level above the proposed basement floor. Waterproofing of the basement is costly.
- 3) Location where there is little frost (in the South for instance). The footing may be stopped just below the frost line. To dig a basement in the North costs relatively more than it does in the South because the footings must go down deep to get below the frost line.
- 4) Location where a house does not require heating. The need for a basement is less than where a heating system

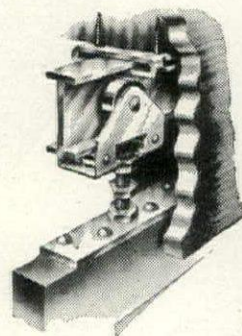
(Continued on page 164)

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If sliding doors did nothing but save space, they would still be a must for today's modern homes. But when you consider the many extra features provided by GRANT sliding door hangers—their low first cost, the ease of installation, the years of trouble-free service built into them by GRANT's precision engineering—it is no wonder that an increasing number of top architects and builders are specifying and installing GRANT sliding door hardware in their finest homes.

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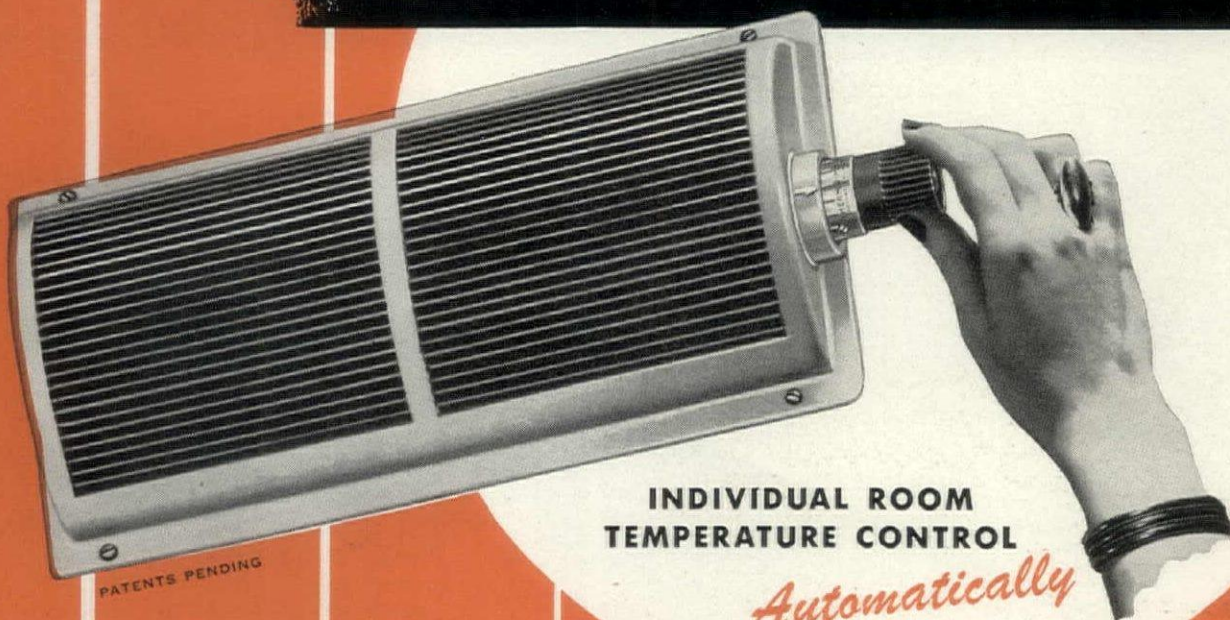


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Acclaimed as the biggest advance since automatic firing, Dole Thermo-Matic Registers will materially improve any forced warm air heating system.

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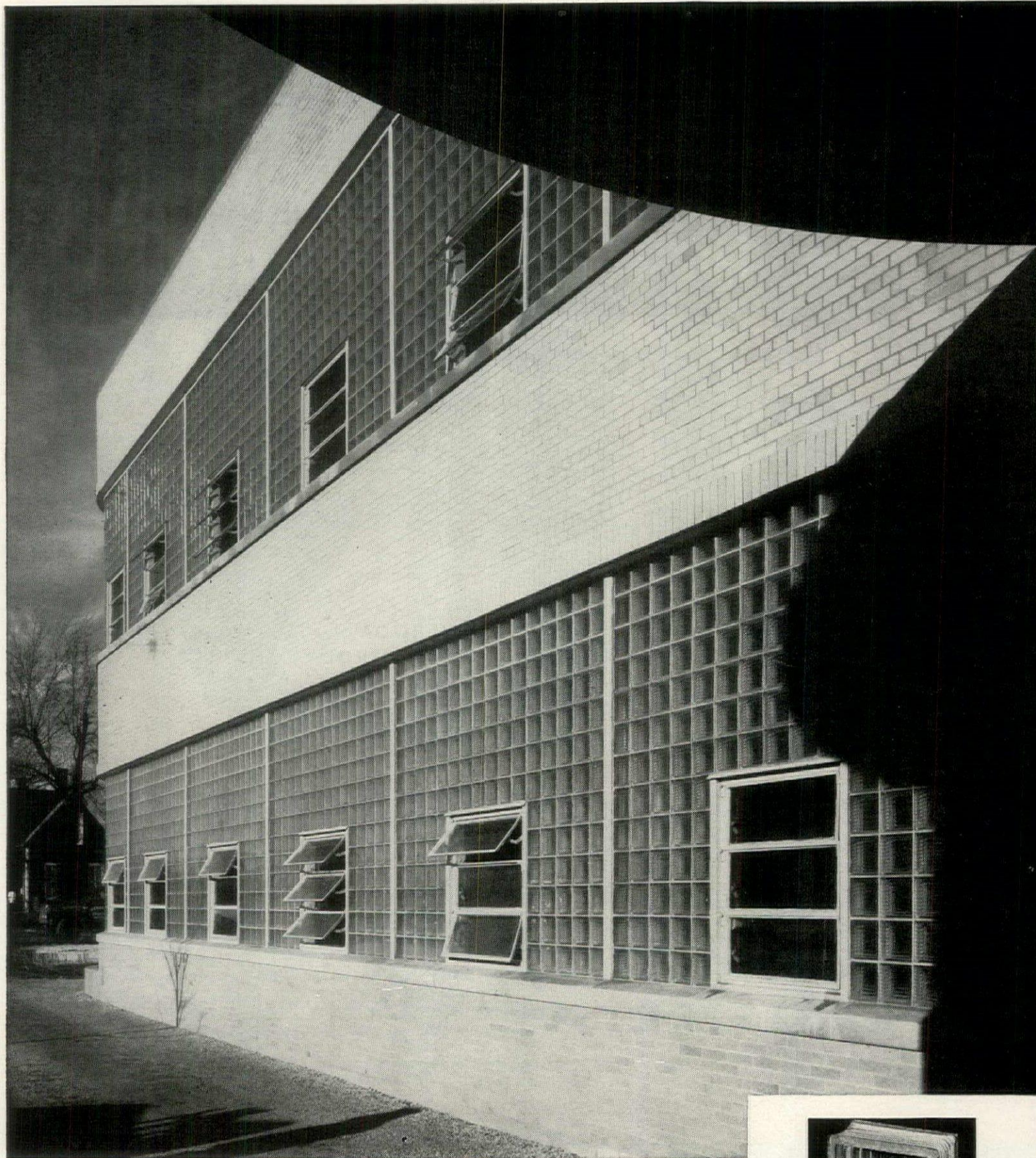
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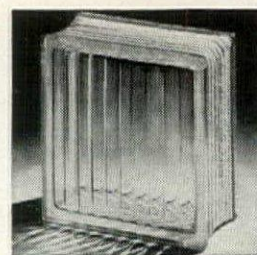


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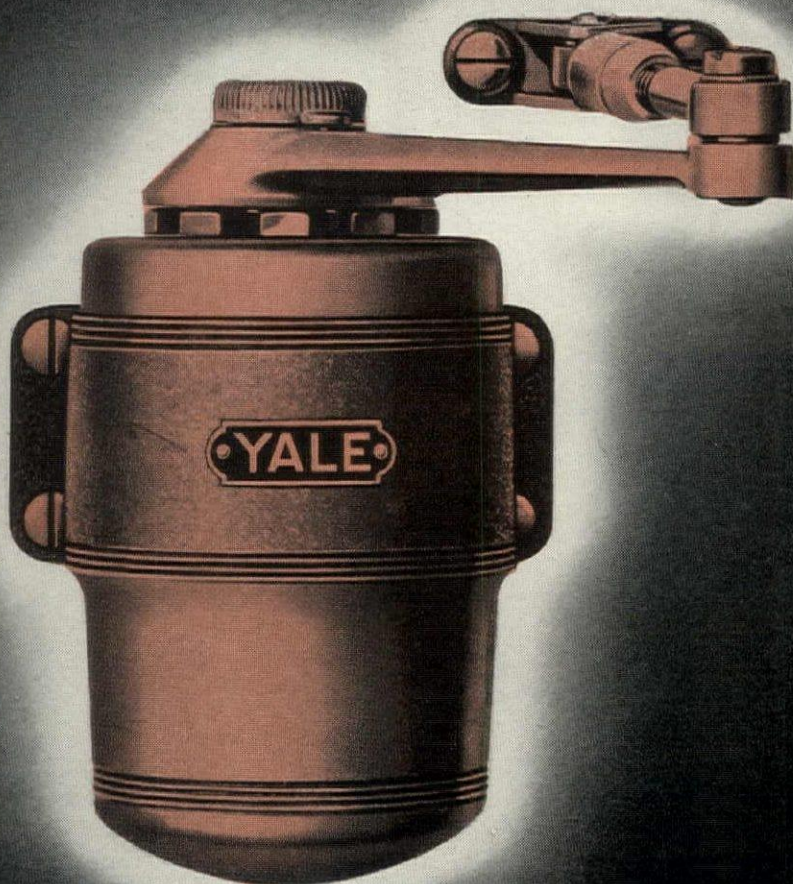
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## REVIEWS

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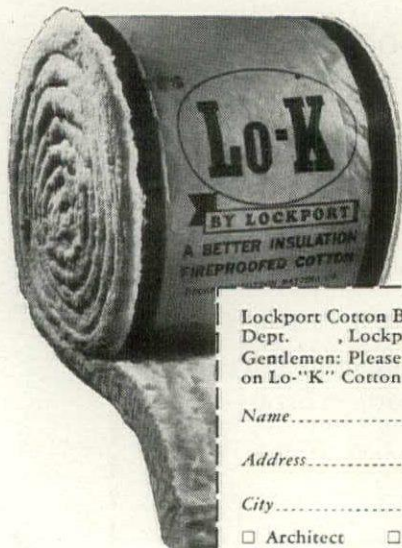
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★ Lighter weight and more flexible than most insulations, Lo-"K" insulation has all the basic, worthwhile and up-to-date advantages home builders and remodelers are looking for... up to 36% greater efficiency—up to 40% lower installation costs—up to 30% savings in fuel bills.

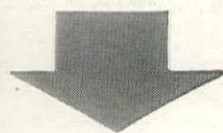
In addition, Lo-"K" is *flameproofed*, resists moisture, rot and vermin, does not sag or settle throughout the years, does not irritate the skin.

That's why more and more homeowners are asking for it—why more builders, contractors, architects are recommending it and why more prefabricators are using it.

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must be used. Basements allow a wide choice of heating systems. Without a basement only the following systems are possible: hot water (radiator or radiant heat); hot air.

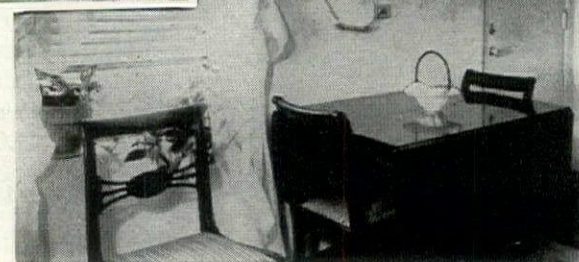
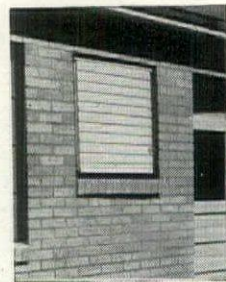
- 5) Location in a climate that is subject to long damp spells. A basement is likely to be too wet from condensation on walls and floor.
- 6) Summer house. A basement is not needed because little storage space is required."

This realistic method of guiding the reader should produce saner results than trying to establish a relationship between contemporary architecture and basementless houses in the lay mind.

Among the chapters that will probably attract most attention are those on budgeting, buying and planning. The former gives an excellent rule of thumb in dollars and cents, telling just what can be handled with a given capital and income. The book also features basic plan suggestions with assets and liabilities of each pointed out. There may be some phase of house buying, planning or building that the Sleepers haven't incorporated in their book but, if so, it has eluded this reviewer. The material is unusually well organized and indexed. The text is informal and adequately entertaining. Illustrations are definitely on the dull side (no photographs of existing buildings) but the authors are not offering a picture story. Less glamorous and glib than other recent texts on the same subject, *The House for You* nevertheless makes a serious and important contribution to the home owner's library. Its service is entirely to the layman, and the authors are to be congratulated for sticking so admirably to this duty. Never once does one find them playing to the professional grandstand. M. S.

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## THE BAR-BROOK W-30



Only 5 1/4" thick and 30" square, the Bar-Brook W-30 is ideal for in-the-wall installation. The W-30 has 30" blades, direct drive motor, two air speeds (High 4800 CFM, Low 3500 CFM). Finished in beautiful baked ivory enamel, with 11' cord and plug. Available with or without automatic shutter.

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**A NEW DISCOVERY**—the result of years of research by A. O. Smith scientists—has created an entirely new way of giving you a constant supply of *clean* hot water.

Hot water is actually "packaged" . . . heated and stored . . . in a tank of *glass-fused-to-steel*. Sparkling blue and mirror-smooth, it CANNOT rust or corrode, under *any* water condition. It's sanitary as a clean drinking glass! Tank rust that ruins laundry, corrosion dirt that discolors water and fixtures—both are banished.

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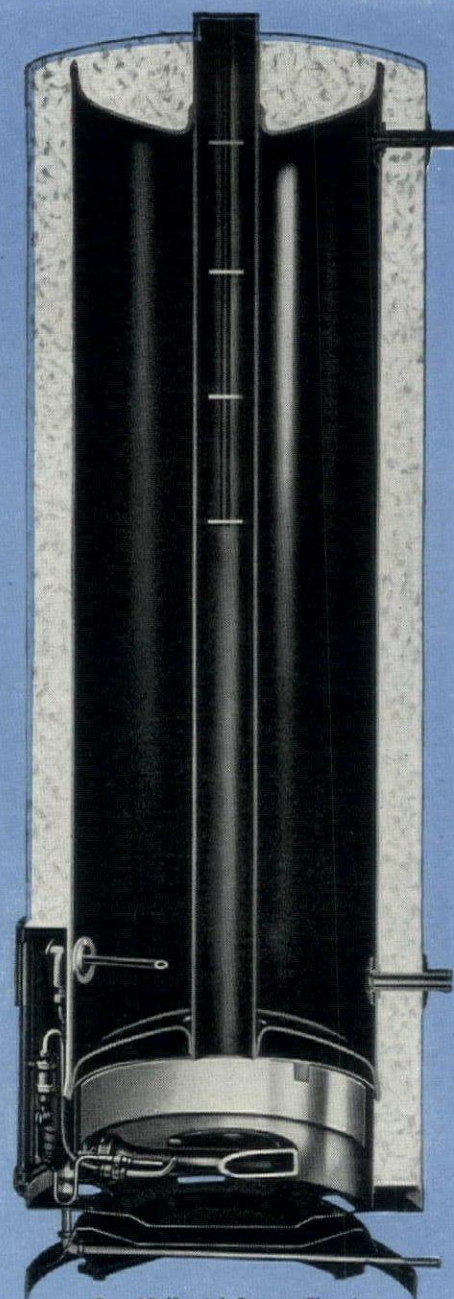
The tank of the *Permaglas* Water

Heater is *not* a steel shell fitted over a glass tank. Steel and glass are *united* . . . fused together under tremendous heat. So lasting is this union, that even bending will not crack it! Exacting inspections at every step in manufacture assure a tank interior as flawless as a perfect glass goblet.

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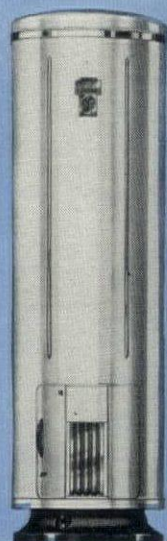
Smooth exterior beauty, too—gleaming white enamel-baked-on-steel, with polished stainless steel decoration. The handsome pyramid base eliminates gawky legs.

For every household use, a *Permaglas* Water Heater will give you cleaner, purer hot water, automatically, for long, trouble-free years.



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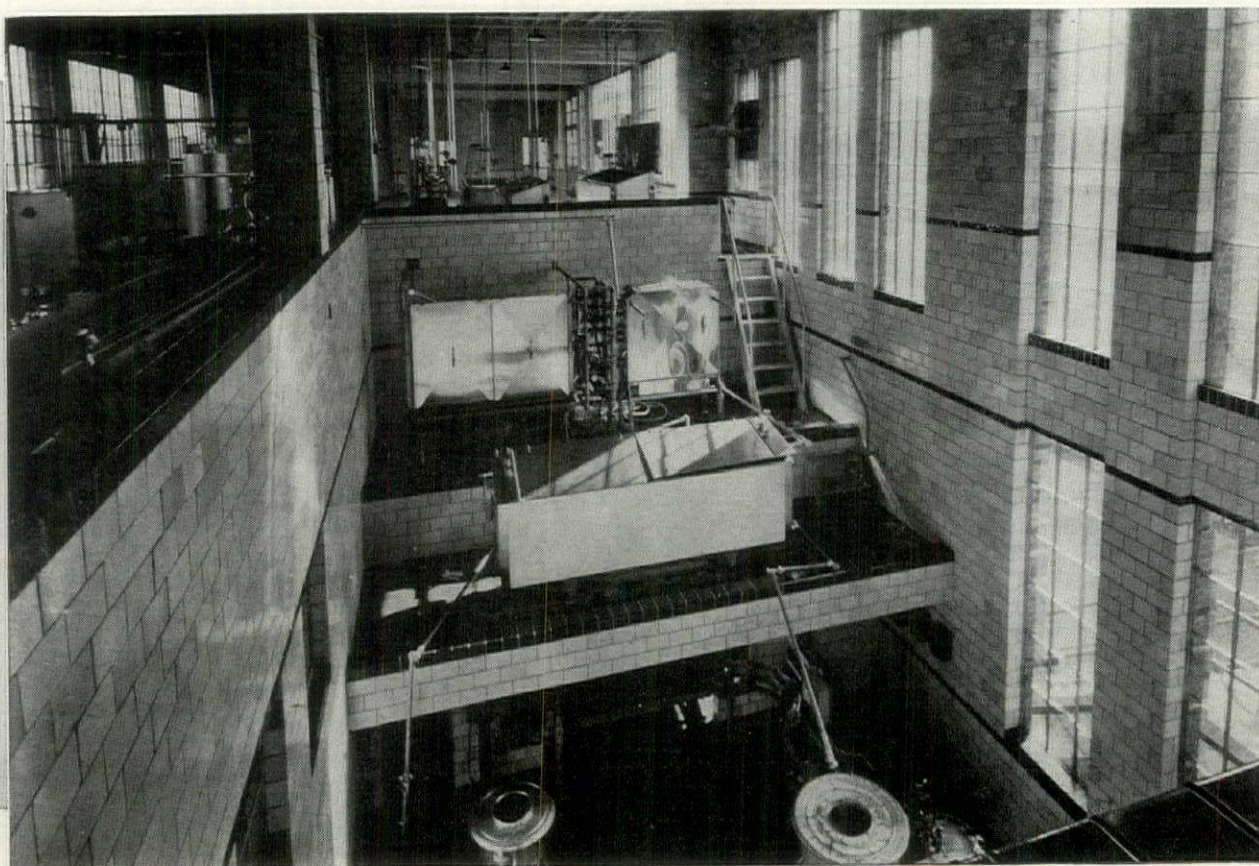
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The walls actually *sparkle* with cleanliness! They wash down *clean*, and quickly, with soap and water (no other maintenance required).

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West Virginia Brick Company, Charleston, West Virginia



# When your plans include an ORGAN INSTALLATION

You'll find this Reference Manual most helpful and informative. A copy is yours for the asking!

A 16-page brochure covering features you must look for in any organ you specify: organ nomenclature; American Guild of Organists' playing specifications; relationship of tone, space and cost; acoustics; pipe organ vs. electronic organ; essential and auxiliary equipment; installation requirements and techniques.

...study carefully these  
SPECIFICATIONS, then  
specify

## THE WURLITZER ORGAN

*Series 20 - Two Manual*

● To you, as an architect, the selection and specification of an organ involve a serious responsibility, for true organ music must be traditional in tone. In the Wurlitzer Organ, with its two hundred years of musical heritage, you will find a superb electronic instrument that blends authentically...traditionally...the majesty of its many rich organ voices.

Compare the specifications of the Wurlitzer Organ in the panel at the right with those of any other electronic instrument. Then arrange for a demonstration and let your own ears decide. Simply mail the coupon for the name of your Wurlitzer dealer. He will be glad to demonstrate the Wurlitzer Organ for you. Also, we will send you a valuable reference manual, "Important Facts on Organs and Their Installation."

Remember, the Wurlitzer Organ can be specified with utmost confidence because it makes no compromise with quality or tone.



### TWO MANUAL WURLITZER ORGAN SERIES 20 SPECIFICATIONS

**MANUALS:** Great and Swell Compass CC to C4, 5 octaves, 61 Notes.

**PEDALS:** Standard A. G. O. Concave Radiating, Compass CCC to G, 32 notes.

● The Series 20 Wurlitzer Organ has full electric action, natural walnut, hand-rubbed finish. It consists of two manuals and pedal clavier, and conforms to the recommended playing dimensions and standards of the American Guild of Organists.

**CONSOLE DIMENSIONS:** 48 3/4" high, 63 3/4" wide. Depth with pedal clavier, 47"; without, 31 1/2".

#### GREAT ORGAN

	Pitch	Notes		Pitch	Notes
1. Bourdon.....	16'	49	9. Octave.....	4'	61
2. Viola.....	16'	49	10. Flute.....	4'	61
3. Open Diapason.....	8'	61	11. Violina.....	4'	61
4. Flute.....	8'	61	12. Twelfth.....	2 3/4'	61
5. Flauto Dolce.....	8'	61	13. Fifteenth.....	2'	61
6. Viola.....	8'	61	14. String Mixture, 2 ranks	122	
7. Dulciana.....	8'	61	15. Chimes (Stop Tablet and Stop		
8. Celeste.....	8'	49	Tablet Switch only)		

#### SWELL ORGAN

16. Bourdon.....	16'	49	22. Stopped Flute.....	4'	61
17. Stopped Flute.....	8'	61	23. Violina.....	4'	61
18. Flauto Dolce.....	8'	61	24. Flute Twelfth.....	2 3/4'	61
19. Viola.....	8'	61	25. Flautina.....	2'	61
20. Dulciana.....	8'	61	26. Oboe.....	8'	122
21. Voix Celeste.....	8'	110	27. Tremulant.....		

#### PEDAL ORGAN

28. Major Bass.....	16'	32	31. Diapason.....	8'	32
29. Dolce Gedeckt.....	16'	32	32. Violoncello.....	8'	32
30. Octave Bass.....	8'	32	33. Flute.....	4'	32

#### CONTROLS

34. Echo to Main 35. Echo On—Main Off

**COMBINATION PISTONS:** (Standard Equipment) Pistons Nos. 1-2-3-4-5, Actuating Stops in Great, Swell and Pedal Divisions (Under Great Manual).

**PEDAL MOVEMENTS:** Balanced Swell Expression Pedal. Balanced Grand Crescendo Pedal with Indicator Light.

**ACCESSORIES:** (Standard Equipment) Model 42 Tone Cabinet, with cable. Concave Radiating Pedal Clavier A.G.O. Bench with Music Compartment, Hinged Top.

THE RUDOLPH WURLITZER CO.  
N. Tonawanda, N. Y., Dept. F0 4.

Gentlemen:

Please send me, without obligation, your 16-page Reference Manual... "Important Facts On Organs And Their Installation."

Name.....

Company.....

Address.....

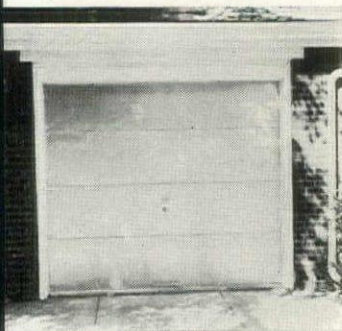
City.....

Zone.....

State.....



# BUILDING REPORTER



## ALUMINUM GARAGE DOOR is soundly constructed, simply installed, easily operated.

A four section overhead type garage door operating along generally conventional lines, the new Calder aluminum door boasts durable construction, simple installation, easy operation and positive protection as its main features. Door sections are built-up of a combination wood and aluminum framework with a tough, thick aluminum alloy covering sheet applied by a lock seal arrangement. Hardware is all steel, aluminum painted. The door uses galvanized steel cable for lifting and runs on Neoprene tire, ball-bearing rollers in the steel tracks. Finely counterbalanced with tempered springs it operates quietly and rolls up and down smoothly at the touch of the fingers. According to the manufacturer, the new door is engineered to resist dents, take hard knocks without damage and eliminate maintenance costs. It fits in an opening 8 ft. wide by 7 ft. high, requires 12 in. headroom and 4 in. clearance at each side.

*Manufacturer: The Calder Mfg. Co., Lancaster, Pa.*

## REINFORCING BARS in new shape increase yield point and bonding property over conventional shape intermediate bars.

Webrib concrete reinforcing bars in a new shape, cold spiral bent, are claimed to increase the yield point of the intermediate grade steel, from which they are formed, by 50 per cent over conventional rods. The minimum yield point of these new bars is guaranteed to be not less than 60,000 lbs. per sq. in., high enough to permit, if local building codes allow, design stresses of 30,000 lbs., per sq. in., as against the normally specified 20,000 lbs. per sq. in. According to the manufacturers, these bars meet the prescribed bend test requirements for intermediate grade deformed bars, and provide very high bonding property between the bars and the concrete because of the shape of the bar and the design of its transverse ribs. With a bar of such high yield, large savings by weight on the quantity of steel required for reinforcement on jobs using intermediate grade rods would be possible. Savings on freight, cutting, bending, and placing would also be high. In bearing, the height and spacing of the ribs are designed to balance their capacity in gripping the concrete with the shearing strength of the concrete between the ribs.

*Manufacturer: Webrib Steel Corp., 120 Broadway, New York 5, N. Y.*

## BUILDING INSULATION reflects radiant heat, blocks heat transfer by conduction and convection.

Cellulite-Silvercote is a new double action building insulation that is reported to be up to 70 per cent more efficient than other types of insulation. Made with two non-corroding reflective metallic membranes, completely enclosing a fluffy fiber blanket, it reflects radiant heat in addition to blocking heat transfer by conduction and convection. It offers permanent protection and will not sag or settle. According to the manufacturer, the reflective surfaces of Cellulite-Silvercote will not oxidize or corrode and are not subject to electrolysis. The Cellulite filler is flameproof. Gilmanweld reinforced nailing flanges speed and simplify installation.

*Manufacturer: The Gilman Brothers Co., Gilman, Conn.*

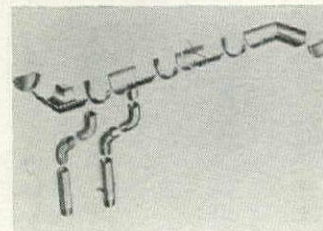
## PREFABRICATED PIPE UNITS for overhead distribution of oil, fluids and steam, are factory insulated to specifications.

Ric-wiL Foilclad Pipe Units are prefabricated, highly efficient, durable, insulated pipe lengths for overhead distribution of oil, viscous fluids, process liquids and steam. The pipe is insulated

at the factory to meet individual project specifications, and units are shipped in 21 ft. sections ready for installation. In the prefabrication process, asbestos, cork or other insulation, as specified, is machine coated with high temperature asphalt and tension wrapped with asphalt-saturated asbestos felt. A second coating of asphalt is followed by a tension wrapping of aluminum or copper foil. As a variant of the basic Foilclad Unit the company is also manufacturing a two-pipe unit, a pipe supported within a pipe with insulation around the outer pipe.

*Manufacturer: The Ric-wiL Co., 1562 Union Commerce Building, Cleveland, Ohio.*

## LIGHTWEIGHT ALUMINUM RAIN CARRYING EQUIPMENT insures maximum efficiency with minimum of maintenance.



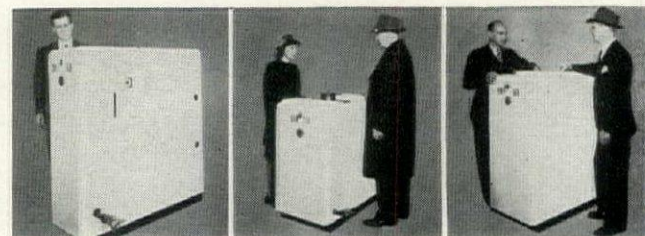
Reynold's new line of aluminum rain carrying equipment, composed of gutters, conductor pipes and fittings, is lightweight, rustproof and non-staining. A conventional design insures maximum efficiency while the

inherent qualities of the aluminum provide for a minimum of maintenance. Units weather to a soft, gray-white without painting, are rot, rust and termite proof and are so light in weight that a 10 ft. length of gutter weighs less than 3 1/4 lbs. Gutters, made of sheet aluminum .027 in. thick, come in round or square styles. Conductor pipes are available in round, corrugated and square forms. Installation is by the traditional slip joint method. The cost is said to be less than half that of commonly used non-rusting material.

*Manufacturer: Reynolds Metals Co., 2500 S. Third St., Louisville, Ky.*

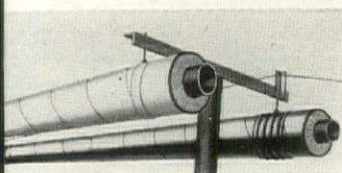
## THREE NEW HOME HEATING LINES include packaged, easily installed, gas and oil-fired units.

The Richmond Radiator Co. has recently announced the addition of three new home heating lines: Gas Boilers with built-in domestic hot water coil; Horizontal Gas Winter Air Conditioners and Oil Winter Air Conditioners. In the Type K




gas boiler, the same cast iron sections can be used with different sets of controls for hot water, steam or vapor heating systems. The built-in domestic hot water coil, available in either tankless or tank type, is optional. In the gas-fired cast iron Horizontal Winter Air Conditioner line the smaller size units come completely assembled and ready for use. Requiring a relatively small amount of floor space for this type of unit, its dimensions also allow ample headroom to ease installation of duct work. Richmond's Oil Winter Air Conditioner, vaporizing type, marks the company's entrance into the oil heating business. Designed for installation in low cost homes, the unit boasts a low pilot fire, comes completely assembled and wired for simple, economical installation. The new Gas Boiler with hot water coil comes in 31 sizes ranging from 95,000 BTU to 3,900,000 BTU input while the Horizontal Gas-Fired Winter

(Continued on page 172)







# CERTIFIED BALLASTS

are your protection, too!

You safeguard your reputation when your fixtures are equipped with Certified Ballasts.

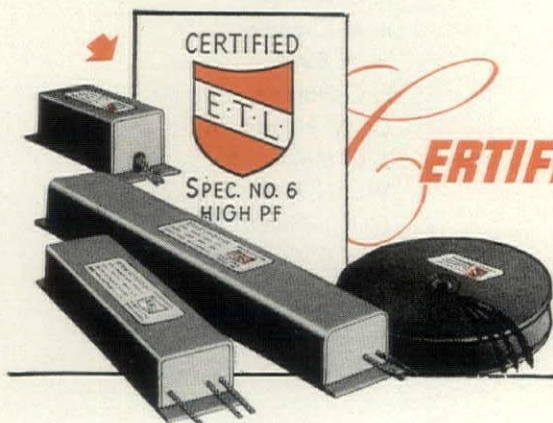
Fixtures with Certified Ballasts assure you and your customers of these advantages...

- Rated light output
- Full lamp life
- Quiet operation
- Trouble-free performance

Certified Ballasts deliver this superior performance because they are...

- Built to rigid specifications
- Tested and checked regularly by impartial  
Electrical Testing Laboratories, Inc.

*Certified Ballasts are used in all Fleur-O-Lier fixtures, in RLM Certified Equipment and in Certified Lamps with circline tubes.*



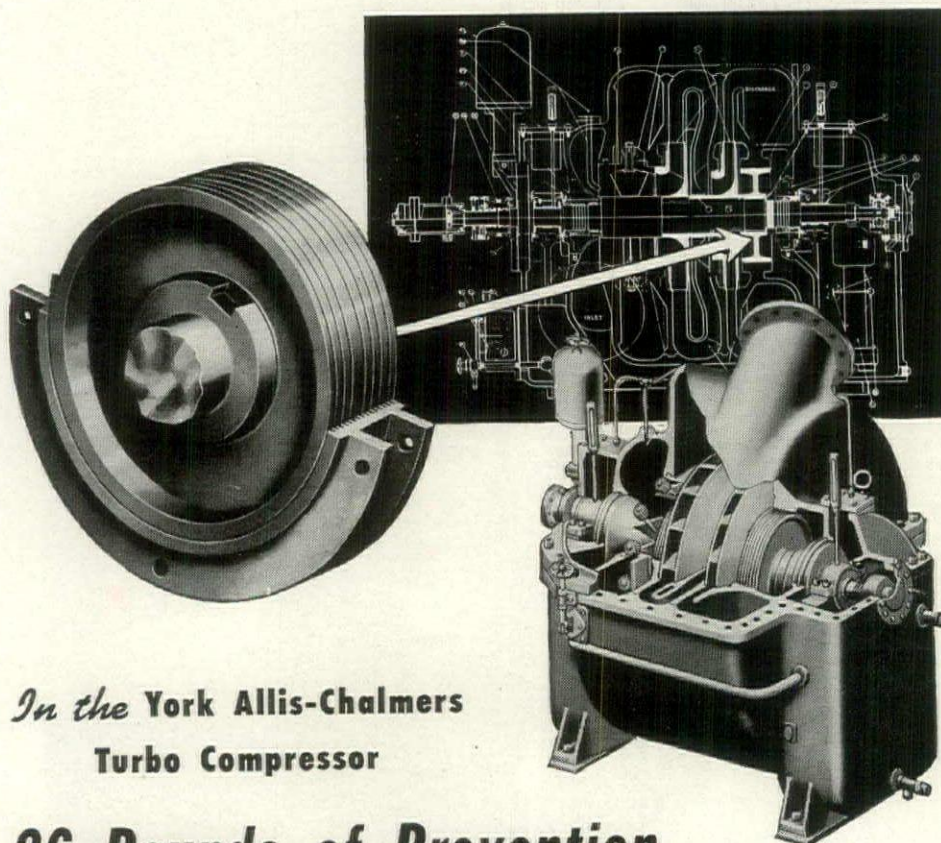
## CERTIFIED BALLAST MANUFACTURERS

*Makers of Certified Ballasts for Fluorescent Lighting*

2116 KEITH BLDG., CLEVELAND 15, OHIO



# Weigh all the advantages



*In the York Allis-Chalmers*  
**Turbo Compressor**

## 26 Pounds of Prevention are worth a ton of cure

Shaft-thrust on higher speed machinery, such as turbo-compressors creates thrust bearing wear.

York meets the thrust problem by *eliminating* virtually all of this force. By means of the Balance Disc, an exclusive York feature, the thrust built up in one direction by the differential in gas pressure between suction inlet and discharge outlet, is equalized by directing suction pressure against one of the balance disc faces to impose an equal thrust in the opposite direction. The result is a balance so complete that there is but little for the thrust type bearing to do, other than position the shaft.

York Corporation, York, Pennsylvania.

# YORK *Refrigeration and* *Air Conditioning*



HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885

### York's Engineering Assistance backs up York's Outstanding Equipment

Experience and practical technical assistance unequalled elsewhere are available to you as a York customer . . . wherever you may be.

In the Southern District, for example, Manager Crout located in Atlanta, assisted by ten York-trained sales engineers, is at the service of York customers in this district. The highly practical, up-to-the-minute assistance and advice of these gentlemen are available to you at all times, whether you are planning, purchasing, installing or operating refrigeration or air conditioning systems or equipment.



**M. M. CROUT**  
*District Manager*

*Assisted by*

R. C. Barnes  
R. A. Chandler  
M. P. Echols  
E. C. Harper  
O. W. Hogan, Jr.  
J. C. Malone, Jr.  
Walter May  
D. P. Schiwetz  
Ned C. Scott  
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# Now Available!

## STAINLESS STEEL

FOR GUTTER

DOWNSPOUT

CONDUCTOR PIPE

FLASHING



**Architects** prefer stainless steel because it is a proven functional material in the modern style. Stainless steel is beautiful . . . everlasting . . . and available right now.

**Builders** prefer stainless steel because its instant eye appeal and permanent beauty make a better, more salable product. Corrosion-proof stainless steel gutter, downspout, conductor pipe and flashing are light, water-tight . . . never need replacement . . . can be erected with or without paint. And stainless steel is available right now.

**Home Owners** prefer stainless steel because it is more attractive . . . permanent . . . reduces upkeep . . . does not stain painted, stucco, masonry or brick walls and surfaces. Building need not be delayed because stainless steel is available right now. *Full details upon request. Write*

**SHARON STEEL CORPORATION**

*Sharon, Pennsylvania*

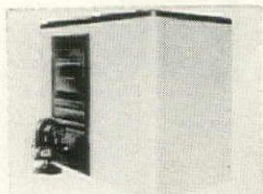
**SHARONSTEEL**

PRODUCTS OF SHARON STEEL CORPORATION AND SUBSIDIARIES: THE NILES ROLLING MILL COMPANY, NILES, OHIO; DETROIT TUBE AND STEEL COMPANY, DETROIT, MICHIGAN; BRAINARD STEEL COMPANY, WARREN, OHIO; SHARON STEEL PRODUCTS COMPANY, DETROIT, MICHIGAN, AND FARRELL, PENNSYLVANIA; CARPENTERTOWN COAL & COKE CO., MT. PLEASANT, PENNA.; FAIRMONT COKE WORKS, FAIRMONT, W. VA. Hot and Cold Rolled Stainless Strip Steel—Alloy Strip Steel—High Carbon Strip Steel—Galvanite Special Coated Products—Cooperage Hoop—Detroit Seamless Steel Tubing—Seamless Steel Tubing in Alloy and Carbon Grades for Mechanical, Pressure and Aircraft Applications—Electrical Steel Sheets—Hot Rolled Annealed and Deoxidized Sheets—Galvanized Sheets—Enameling Grade Steel—Welded Tubing—Galvanized and Fabricated Steel Strip—Steel Strapping, Tools and Accessories.

DISTRICT SALES OFFICES: Chicago, Ill., Cincinnati, O., Cleveland, O., Dayton, O., Detroit, Mich., Indianapolis, Ind., Milwaukee, Wis., New York, N. Y., Philadelphia, Pa., Rochester, N. Y., Los Angeles, Calif., San Francisco, Calif., St. Louis, Mo., Montreal, Que., Toronto, Ont.

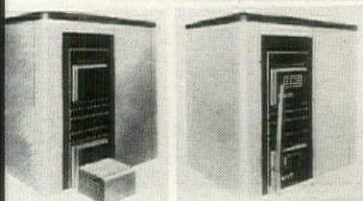


## BUILDING REPORTER



Air Conditioner is available in eight capacities ranging from 90,000 BTU to 420,000 BTU input. The Oil Winter Air Conditioner has a capacity of 75,000 BTU. All units are neatly encased in white enamel jackets.

*Manufacturer:* Richmond Radiator Co., 19 East 47th St., New York 17, N. Y.



**"CONVERTIBLE" FURNACE** contains basic heating system for use with coal, gas, or a newly developed oil burner.

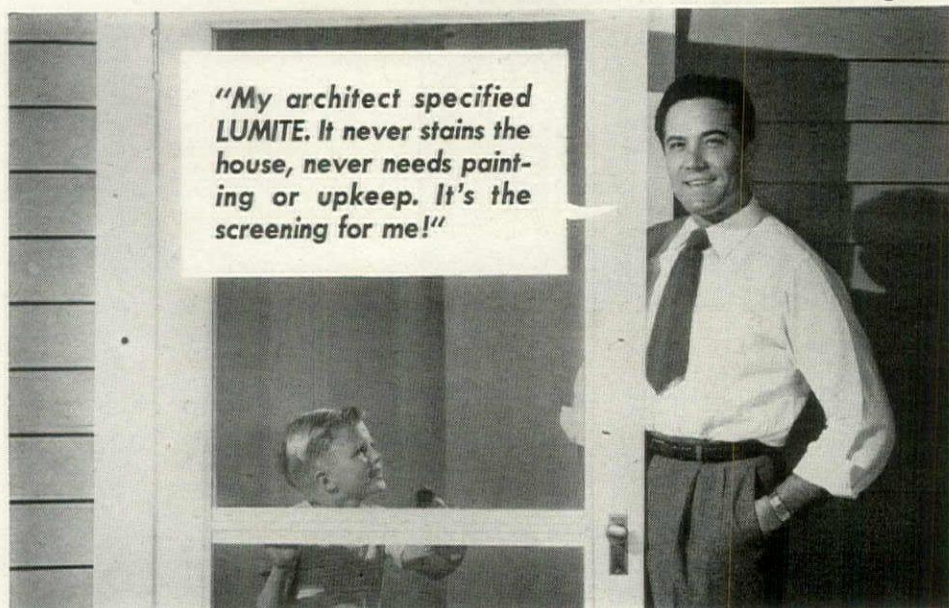
Norge Heat Div. of Borg Warner has developed a new hot air furnace which may be run on any of the three basic fuels, with the insertion of "package" coal, gas, or oil burners. Conversion is a simple matter, say Norge engineers, and any unit in the furnace which is replaced may be stored for possible future use should fuel situations change. Common features of the various

combinations are: an all-steel electrically welded heat exchanger; a humidifier; a high-capacity air blower; and filters to strain dust and other foreign matter out of the room air. Combustion chamber for use with all packages is of all-steel, electrically-welded construction. The furnaces are available in four sizes, ranging in bonnet output capacities of 118,960 BTU to 195,647 BTU.

Norge is also introducing a new automatic "gun-type" oil burner, designed to operate with straight-run or catalytic stock fuel oil, for installation in new or old furnaces, including their "convertible" furnace. Easily set oil and air controls are a feature of the new oil burner, to maintain the mixture at maximum efficiency for whatever grade fuel is used. An oversize blower is another feature.

*Manufacturer:* Norge Heat Div. of Borg-Warner Corp., 672 East Woodbridge Street, Detroit 26, Mich.

## "Lumite is the screening"



## Say thousands of homeowners

**STAINPROOF!**

**RUSTPROOF!**

**NEVER NEEDS PAINTING!**

**LASTS A LIFETIME!**

Homeowners are no longer satisfied with ordinary screening—once they've heard about LUMITE. For this amazingly different plastic screening (woven of saran) absolutely cannot rust, corrode, or stain a house—no matter what the weather or climate.

Specifying LUMITE today in modern homes and buildings can mean substantial savings for your

clients in time, trouble, and expense—now and in the future.

You'll find the facts about LUMITE in SWEET'S FILE, or, if you want samples and more complete information, simply write LUMITE DIVISION, Chicopee Mfg. Corp., 47 Worth St., New York 13, N. Y.

*Sold through Hardware and Lumber Dealers and Screen Manufacturers*

**SPECIFY BY NAME**

# LUMITE

**Woven of Saran**

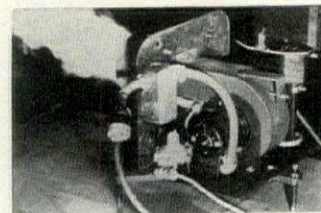
\*®



### OIL BURNER for hot air furnaces, steam and water boilers has low fuel consumption.

A small Jetronic oil burner which burns on less than a gallon of oil per hour, has been designed to perform at 90 per cent efficiency, according to manufacturers' statements, and is claimed to reduce oil consumption in small homes as much as 50 per cent. The unit has only one moving part, a less than 1/20 HP motor, and eliminates transformer, electrodes, stack switch, fuel pump, and nozzle. Burning at a tip temperature of 2,300°F, the burner is a shallow compact assembly suitable for flange or floor mounting.

*Manufacturer:* Consolidated Industries, Inc., Lafayette, Ind.



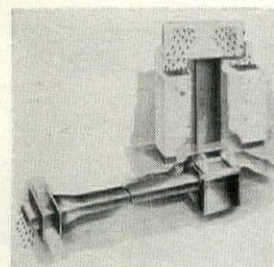
### KITCHEN VENTILATOR captures heat, grease, odors and vapor at the source, vents them to the outside.

Drawing cooking odors and vapors directly from the range and exhausting them to the outside, the new Sprouse Kitchen Ventilator System helps maintain a clean, cool kitchen. It removes odors and vapors with their oil and fat contents at the source and conducts them

to the outside before they can circulate or condense on the walls and ceiling. The ventilator system consists of three parts: a complete front and wall panel, a power unit and wall outlet box. Either sheet metal or asbestos ducts are used for connecting the power unit and the wall outlet box. With a flip of a switch cooking odors and vapors are drawn from the range into the louvers of a white porcelain collection hood placed behind and above the stove, are forced down an air duct to the power unit and through another duct to the outside. Heart of the system is the power unit. Containing a filter, motor and patented Stanamic balanced blower wheel in a square metal box, it is designed to safely fulfill the ventilating requirements of any home kitchen and has all of its parts readily accessible for servicing. Its motor chamber is sealed off from the ducts-carrying the vapor and is equipped with vibration dampers for quiet operation. The Sprouse Ventilator can be used on any standard gas or electric range, is easy and inexpensive to install, is quiet and economical to operate. Retail price is about \$129.50.

*Manufacturer:* V. E. Sprouse Co., Inc., Columbus, Ind.

(Continued on page 176)





WALLACE E. JOHNSON  
Memphis, Tennessee

Mr. W. C. Coleman  
The Coleman Co., Inc.  
Wichita 1, Kansas

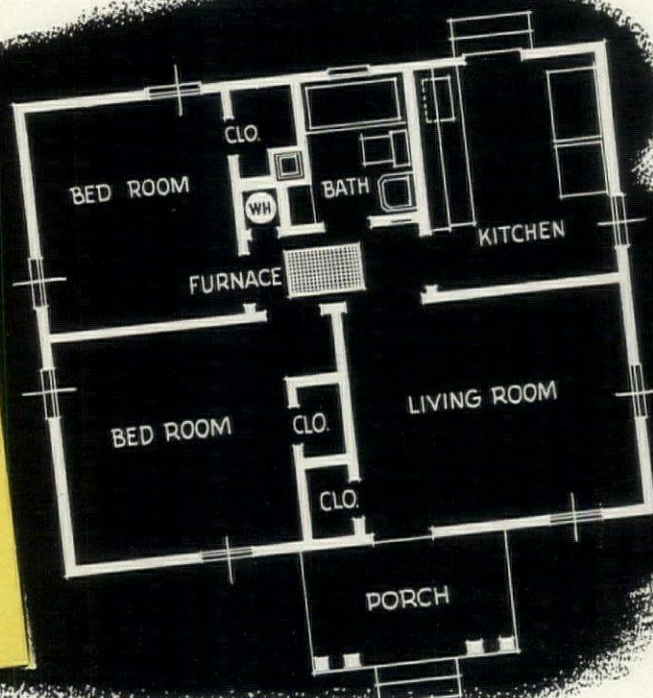
Dear Mr. Coleman:

We believe you should know about one "by-product" of Coleman Floor Furnaces, which we have encountered. We were originally interested in this type of heating because it allowed us to feature automatic heating for small homes, at a reasonable price. However, we are constantly impressed with the acceptance a Coleman furnace has with the public.

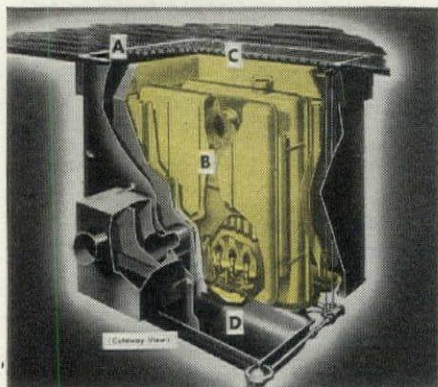
Though they are money-savers, we find many home-buyers look on them as evidence of "quality construction" in the finished house. In these times, when home building costs seem well above what prospects want to pay, public acceptance like this is a real asset to the seller, since the customer is better satisfied with the value he gets for his price.

Sincerely,

*Wallace E. Johnson*



## Turned To Coleman Floor Furnace To Cut Building Costs — Found It Really Helped Sell Houses, Too!



**How It Works!** Cutaway view shows how Coleman Floor Furnace produces the modern automatic, warm-floor heat that helps sell homes! Note how floor-level air is drawn through cool-air-chamber (A); how air is heated in warm-air chamber (B); how 78% open register (C) lets warm air flow into house fast. Patented streamlined bottom (D) speeds up warm air flow 35%.



**"Clean, Automatic Heat"—3 Golden selling words for you!** "No fuel-carrying nor fire-building; no ashes or fuel-dirt; less dirt in furniture, clothing, curtains and drapes"—this is powerful selling ammunition, to convince women they want *your* houses. Coleman Floor Furnaces, gas or oil or LP Gas models, help you make good this promise of a cleaner, easier-to-keep house.



**Easy, economical installation.** This photo shows a Coleman Floor Furnace in place—in the floor, not on it and not in the basement. No basement is needed, so often you can save the cost of excavation; and you save much costly duct work. Easy to connect with chimney and fuel line. Models from 25,000 to 70,000 BTU input or equivalent; single or multiple installations.

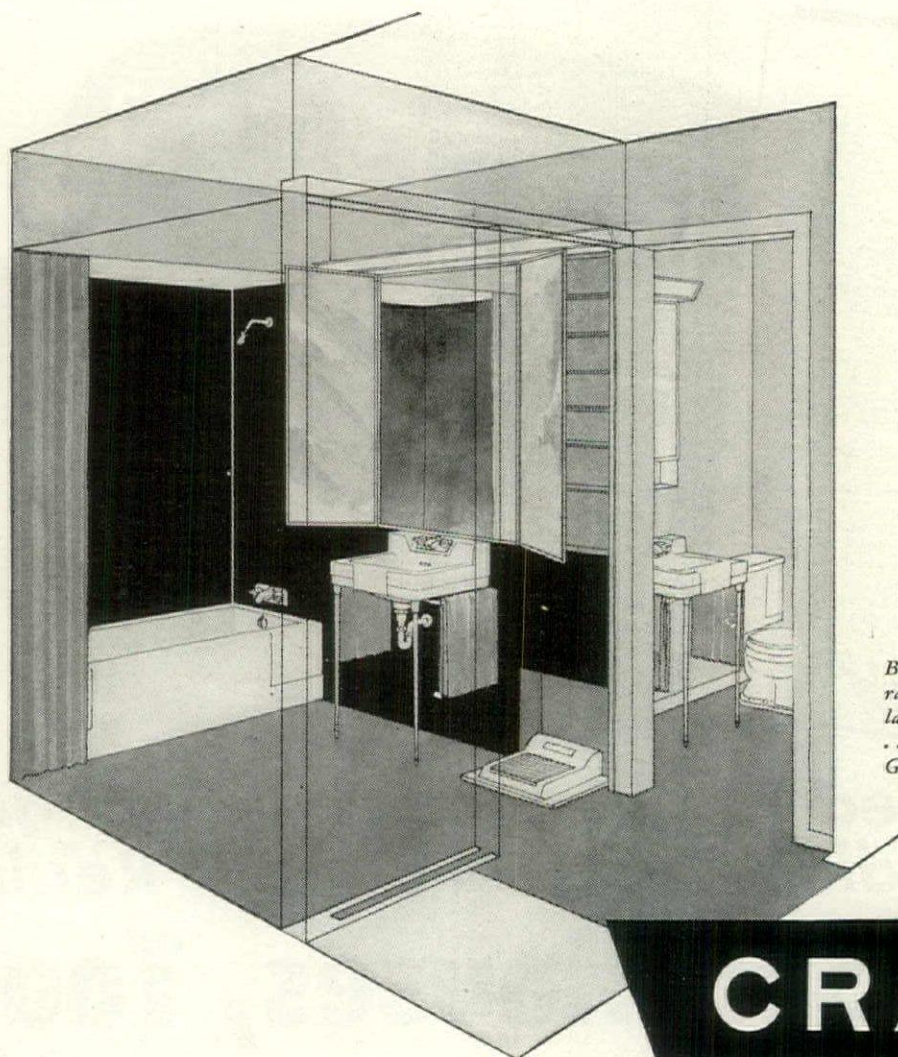
**Mail Coupon Below, Today!**—for newest illustrated catalog and specification book of Coleman Floor Furnaces—gas, oil and LP Gas models. A money-making piece for your file! The Coleman Co., Inc., Room AF-66O, Wichita 1, Ks.; Philadelphia 8, Pa. (Terminal Commerce Bldg.); Los Angeles 54, Calif.

**AUTOMATIC HEATING**

**Coleman**

The Coleman Company, Inc.,  
Builders' Contract Div.; Room AF-66O;  
Wichita 1, Kansas  
Without obligation to me, mail at once my copy of newest  
Builders' catalog of Coleman Floor Furnaces.  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_





Bathtub and toilet facilities are separated in this new Crane bathroom. Twin lavatories make each section complete ... all fixtures from the Crane Oxford Group.

# CRANE

... *always* "most likely to succeed"

● It's hard to please Mr. and Mrs. Home Owner with everything you suggest. But nothing is so *likely* to succeed as Crane plumbing ... Crane is the name they themselves have chosen over all other plumbing brands.

Home owners like Crane quality, Crane styling. They like the completeness of line that gives them a style for *their* taste and a price for *their* budget.

*Popularity . . . Quality . . . Completeness.* All three are characteristic of the Crane line of bathroom, kitchen, and laundry fixtures. You can have Crane quality in heating, too—everything required for any system, any fuel.

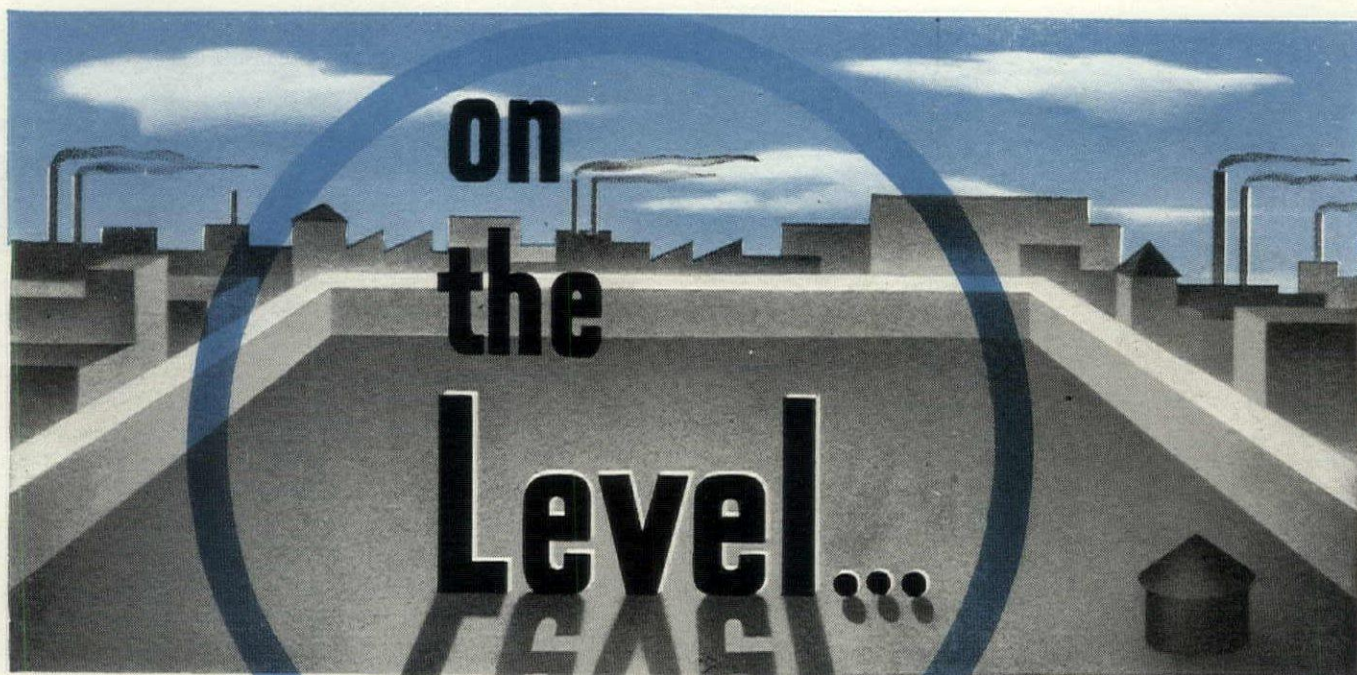
Your Sweet's Builders' File carries a representative selection of Crane plumbing and heating. Some fixtures are still more available than others—check your wants with your Crane branch or wholesaler.

# CRANE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

CRANE CO., GENERAL OFFICES:  
836 S. MICHIGAN AVE., CHICAGO 5  
PLUMBING AND HEATING  
VALVES • FITTINGS • PIPE





**...YOU CAN'T BUY A BETTER "FLAT" ROOF!**

If it's a "flat roof" ... you can't do better than to specify a *cold-applied* Flintkote Built-up Roof.

Why? Because Flintkote Static† Asphalt, the heart of the Cold Process System, is bitumen in its most modern form ... a stabilized, mineral-colloid type emulsion. This means:

● Flintkote Static Asphalt will not flow under heat nor crack at low temperatures ... craze, alligator or carbonize under exposure. It outlasts any other known form of bituminous coating.

● Flintkote Cold Process Built-up Roofs are easy and safe to apply. They go on *cold*. No special heating equipment necessary. Easy application means fast application ... and fast application lowers roofing costs.

● Flintkote Cold Process Built-up Roofs are equally adaptable for new construction, re-roofing, renovation or maintenance. Static Asphalt, the top coating for Flintkote Cold Process Built-up Roofs, is non-inflammable in liquid state; will not support combustion in final form.

For complete specifications and application data see Sweet's, Architectural File, or write THE FLINTKOTE COMPANY, Building Materials Div., 30 Rockefeller Plaza, New York 20, N. Y. Offices in Principal Cities.

**FLINTKOTE MAKES A COMPLETE LINE OF BUILDING MATERIALS ...** Asbestos-Cement Shingles and Siding • Asphalt Coatings • Asphalt Shingles and Siding • Building Papers • Decorative Insulation Board • Fibreglas\* Insulating Wool • Hot and Cold Built-Up Roofings • Insulated Siding • Roll Roofings and Siding • Structural Insulation Board.

(\*TM Reg. U. S. Pat. Off. Mfd. by Owens-Corning Fibreglas Corp.) †Trademark

#### SPRAY APPLICATION BRINGS NEW ADVANTAGES TO COLD-PROCESS ROOFING ...

Two specially developed Flintkote products... Nu-Static† and Fibrex II†... make it possible to roof quicker, better and at lower cost with *Spray Application*.



Nu-Static and Fibrex II used with recommended spray equipment gives you cold-process application, *plus* these important advantages:

1. Reduction in roofing cost of from 25 to 50%, because *Spray Application* speeds up work.
2. Improved finished jobs, because of more uniform coating to required thicknesses.
3. Tends to eliminate high and low areas, streaks and bare spots which often accompany squeegee and brush application.
4. Areas difficult to cover by old methods are easy to reach with *Spray Application*.
5. Waterproofing of parapets and application of protective coatings to metal roofs are quicker and easier by spray.
6. Impact of the spray gives a spray-applied roof a tighter film.

# FLINTKOTE



*the extra years of service cost no more!*

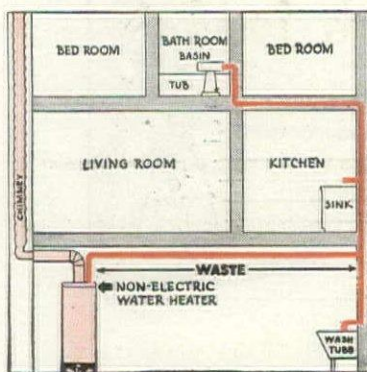


It's  
in the  
bag!



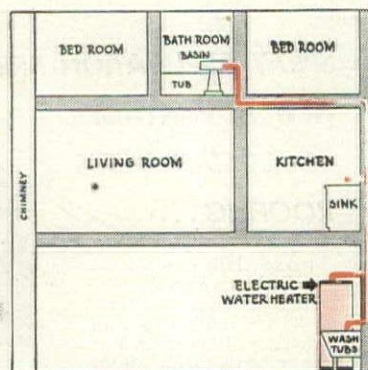
Your sales are made and your houses stay sold when they have the features customers want. The trend of home-buyers' preference today is for automatic Electric Water Heaters.

**How to reduce construction costs and add customer features...**



NON-ELECTRIC INSTALLATION

Construction costs can be reduced with Electric Water Heaters because there's no flue or vent, so installation can be made anywhere—in a closet, in the kitchen, in the bathroom, in the utility room. Hot water lines can be short, cutting piping cost. Customers like Electric Water Heaters



ELECTRIC INSTALLATION

because they are: (1) AUTOMATIC (continuous hot water, no attention); (2) CLEAN (smokeless, sootless); (3) DEPENDABLE AND TROUBLE-FREE (as electric light); (4) ECONOMICAL (fully insulated storage, short hot water lines); (5) SAFE (all-electric, dependable temperature control); (6) FLEXIBLE (can be installed anywhere, even in living quarters; no flue or vent).

Electric Water Heater Section NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
155 East 44th Street, New York 17, N. Y.

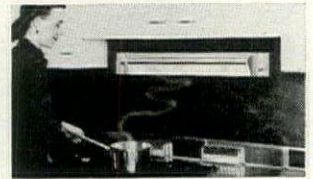
B & P • BRYANT • CLARK • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT •  
HOTSTREAM • JUD WHITEHEAD • KELVINATOR • MERTLAND • MONARCH • NORGE •  
PEMCO • REX • RHEEM • SEIDELHUBER • SELECTRIC • SMITHWAY • SUNBEAU •  
THERMOGRAY • THERMO-WATT • UNIVERSAL • WESIX • WESTINGHOUSE

**IT'S EASY TO INSTALL an electric WATER HEATER!**

... in a house wired for an Electric Range!

**KITCHEN VENTILATOR** removes grease-laden vapors at the range, can be conveniently installed in new or existing homes.

Type C Dome Turbo Package Kitchen Ventilating Unit for clean, cool, at-the-range kitchen ventilation includes a Monocast Aluminum Turbo Blower, an over-the-range

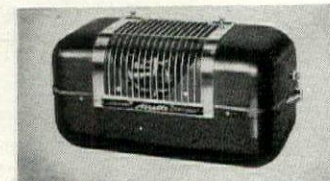


suction intake and a weather hood with automatic, counter-balanced shutter. The range-length polished aluminum intake is connected by a Transite or metal duct concealed in the wall back of the range to the Turbo Blower which may be mounted in the basement, attic or soffit over the cabinet. A 6 in. pipe connects the blower and exhaust weather hood. The suction intake, placed approximately 28 in. above the range burners captures the hot grease laden vapors and odors at the source before they can cool and condense on the walls. It serves the whole cooking surface with uniform suction, has a pilot light at the left and a switch or 3-speed control at the right. The duct leading to the Turbo Blower fits between the wall studs and may lead equally well up or down. The Dome Turbo Blower is said to develop high efficiency in pressure delivery and will not quickly congest from kitchen grease. The motor-and-blower unit, housed in the Turbo Blower are conveniently detachable and the counter balanced shutter closes snugly upward inside the weather hood. Type C can be conveniently installed in new or existing homes, retails for about \$96.75.

Manufacturer: Electro Specialty Mfg. Co., Inc., 1900 Third St., N. E., Minneapolis 18, Minn.

**PORTABLE, PLUG-IN AIR CONDITIONER** provides year round comfort in average size room.

A small, 22 lb., self-contained, portable air conditioner that cools, heats, filters, humidifies and circulates air, Aurette is said to be capable of keeping a 12 x 15



ft. room comfortable the year round. To operate, it is simply placed near a window, plugged into an ordinary electric socket and switched to either "cool" or "heat." No plumbing or special connections are necessary. Cooling is by forced evaporation of water through a specially treated aspen filter in the unit's built-in reservoir. Of 3 gal. capacity, water is added as needed through a convenient water inlet. Heat is provided by a specially engineered high capacity nichrome electric heating element. Heat output is 5,000 BTUs. Temperature controls, a humidity control valve and the aspen filter pad which also acts to remove dust, dirt and pollen from the air are other features. Aurette is said to be engineered for quiet, trouble-free operation, is fully guaranteed. Operating costs are reported to be low with the cooling action using about the same current consumption as a 75 w. light bulb. The cabinet, finished in metallic gray or brown with an aluminum grille, measures 26 in. x 13 in. x 12 in. Conditioner is priced at \$99.95.

Manufacturer: Aurette Mfg., Inc., 1041 N. Sycamore Ave., Los Angeles 38, Calif.

**PLUG-IN AIR CONDITIONER** circulates clean, cool, dehumidified air at the rate of 185 cu. ft. per minute.

Designed for installation in almost any household or office window, Frigidaire's new compact window type room conditioner provides low cost cooling for rooms up to approximately 250 sq. ft. It circulates clean, filtered (Continued on page 180)





## How to make **Home-buyers** jump with joy!



People are really pleased when you give them what they want. In homes, the trend today is to Electric Ranges. Another million American families switched to Electric Cooking last year. Conservative estimates indicate that this year at least a million more Electric Ranges will be installed.

This is a definite trend that cannot be ignored. Progressive builders recognize this trend. Electricity is a "must" in any house, and it's simple and economical to include wiring for an Electric Range leading to a range outlet in the kitchen at the time of construction. This is assurance that the houses you build are not only modern today, but will stay modern for years to come!

Electric Range Section, NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION, 155 E. 44th Street, New York 17, N. Y.

A-B STOVES • ADMIRAL • CROSLEY • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC  
GIBSON • HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE  
QUALITY • UNIVERSAL • WESTINGHOUSE

*Follow  
the trend...*

**WIRE** YOUR HOUSES  
**FOR ELECTRIC RANGES**

Another 1,000,000 American families switched to Electric Cooking last year







*Sophisticated Beauty...*

**FOUND ONLY IN THE BEST PLACES**

Of course, we're speaking of the beauty of these fine, book-matched architectural panels shown above.

Before the war, Weldwood Plywood of this high grade was custom-made to architectural specifications only. Now we are making it in *large stock sizes* and maintaining inventories in selected areas.

Every painstaking step in its manufacture is a specialized operation calling for highly skilled craftsmen.

From the world's finest woods, flitches are chosen which will yield the largest number of beautifully figured panels. The veneers are carefully matched and made up into sets. Each panel is carefully belt sanded and polished, then numbered in sequence for easy installation. Construction is 13/16" thickness, all resin glued.

Write today for list of panels currently in stock, together with their location.

UNITED STATES PLYWOOD CORPORATION  
55 W. 44th St., New York 18, N. Y.

**WELDWOOD Plywood**

*Weldwood Plywood and Mengel Flush Doors are products of*  
UNITED STATES PLYWOOD CORPORATION    THE MENGEL COMPANY  
New York 18, N. Y.    Louisville 1, Ky.

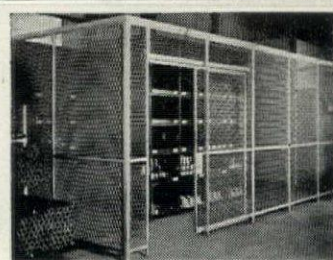


Anyway you look at it, you'll find  
**WHEELING EXPANDED METAL**  
 the perfect answer to many problems.  
 Makes non-slip, self-cleaning walkways  
 for OIL INDUSTRY and other outside use...  
 inside stair treads and platforms...  
 ventilating partitions... lockers...  
 shelving... window guards...  
 drying racks... ad infinitum

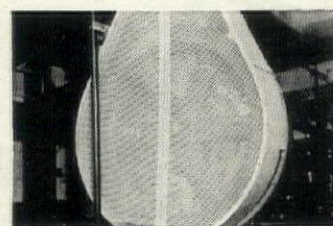


**W**HEELING ExM is serving all industry in hundreds of ways. And each day imaginative executives find new, practical uses for it. In the oil industry, for example, it provides a great variety of installations that contribute to safety, economy, cleanliness, ventilation, protection against intruders.

Wheeling ExM is stronger than sheet metal of the same weight because its metal "diamonds" are all of one piece. It may be the solution to many of your construction problems. Available in various mesh sizes and weights. Write for details.



**VENTILATES** and admits light to enclosures, lockers, grilles, shelving. Sanitary, easy to clean, protective.



**GUARDS** dangerous machinery, conveyors, stairways, elevators. Easily formed to fit special installations.

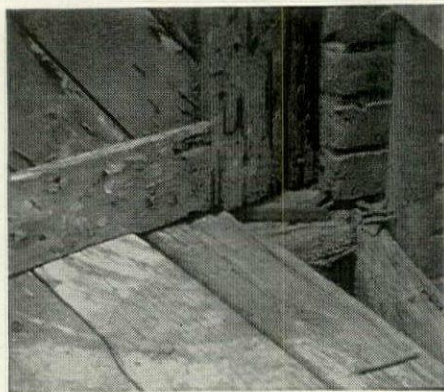
**WHEELING CORRUGATING COMPANY**  
**WHEELING, WEST VIRGINIA**

Atlanta • Boston • Buffalo • Chicago • Cleveland • Columbus • Detroit • Kansas City  
 Louisville • Minneapolis • New Orleans • New York • Philadelphia • Pittsburgh • Richmond • St. Louis





prevent this



Decay like this means added maintenance costs, and may affect safety. Prevent such decay by the use of Pentachlorophenol treated wood when building or repairing. Tested under the most adverse conditions, Pentachlorophenol has proved itself a lasting, effective protection against both decay and termites. It is applied at low concentrations in petroleum oils by established pressure and nonpressure treating methods—a scientific wood treatment that offers measured toxicity. Pentachlorophenol treated wood is clean, easy to handle, and paintable if the proper solvent is used.

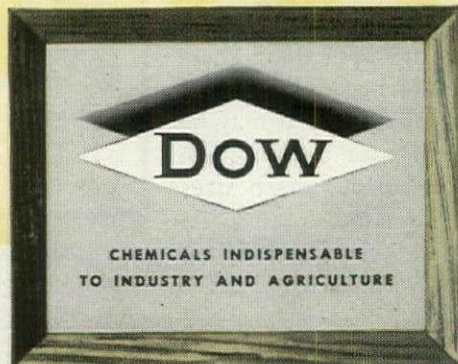
You will want to specify Pentachlorophenol treated wood. It's a sound investment that pays dividends in reduced maintenance. A list of treating plants is available on request.

**THE DOW CHEMICAL COMPANY**  
MIDLAND, MICHIGAN

Use  
modern  
treated  
wood!

decay  
termite  
**Protected**  
WITH  
PENTACHLOROPHENOL

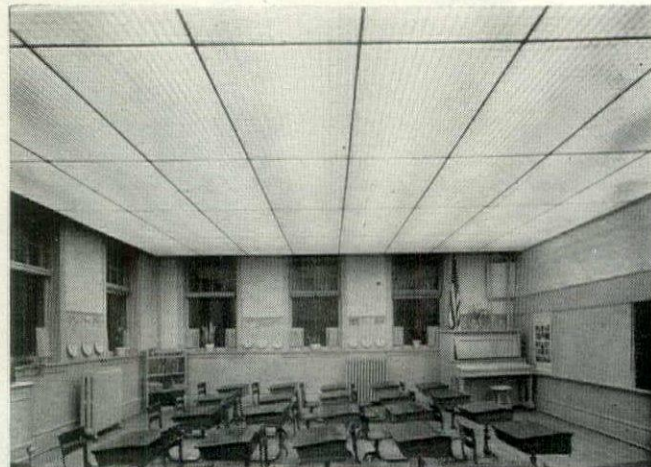
**GET THE FACTS TODAY:** Send for illustrated booklet that tells how Pentachlorophenol cuts maintenance costs in wood construction. Ask for Booklet PE 56.



air at the rate of 185 cu. ft. per minute, cools, dehumidifies and ventilates. When cooling is not required, the refrigerating mechanism can be turned off and the unit operated to circulate fresh, filtered outside air. Model SRA-50 is an entirely self-contained conditioner. It is said to fit any double-hung window from 29 to 52 in. wide and require only a plug-in connection to operate. A compact, Meter-Miser refrigerating unit, which is hermetically sealed and self-oiling, powers the cooler while a three position switch affords room temperature control. Angled grilles direct air upward to prevent direct drafts. Model SRA-50 measures 13½ in. high, 26 in. wide and 29½ in. deep, projects into the room 15½ in. when installed, is finished in bronze. *Manufacturer: Frigidaire Div., General Motors Corp., Dayton 1, Ohio.*

**EGG-CRATE LIGHTING SYSTEM, featuring Vinylite louvers, provides uniform high level illumination with low brightness.**

Benjamin Electric's "Sky-Glo" Luminous louvered ceiling system for offices, schools, stores and commercial installations, is a recent development in egg-crate lighting. Consisting of standardized stock louver sections, "U" shaped supporting channels, channel couplings and suspension rod assemblies, it



provides a means of supplying uniform high level illumination in the order of 100 to 175 footcandles with extremely low brightness. A feature of the new system is the use of transparent Vinylite plastic for the louver panels. This material with a light transmission factor of 71 per cent and a reflection factor of 19 per cent, actually glows with light. The result is higher efficiency than obtainable with louvered ceilings made of steel, aluminum or painted wood with the same degree of shielding. The annoying specular reflections characteristic of glossy surfaces on opaque materials are also eliminated. Louver sections are available in four basic sizes with various notching arrangements and may be combined to accommodate all square and rectangular shaped ceiling areas. The openings in each section are 2 in. x 2 in. x 2 in. affording a crosswise and lengthwise shielding angle of 45°. Channels for supporting the louver sections come in six lengths, are enameled, 20 gauge steel. Couplings for joining supporting channels are furnished in three types, steel suspension rod assemblies in four lengths. Sky-Glo Ceilings can be easily and quickly installed, provide a practical method of concealing pipes, ducts and individual lighting fixtures. *Manufacturer: Benjamin Electric Mfg. Co., Des Plaines, Ill.*

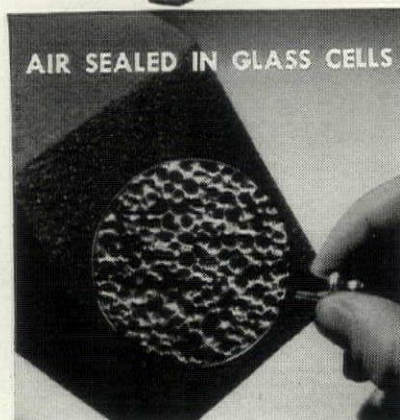
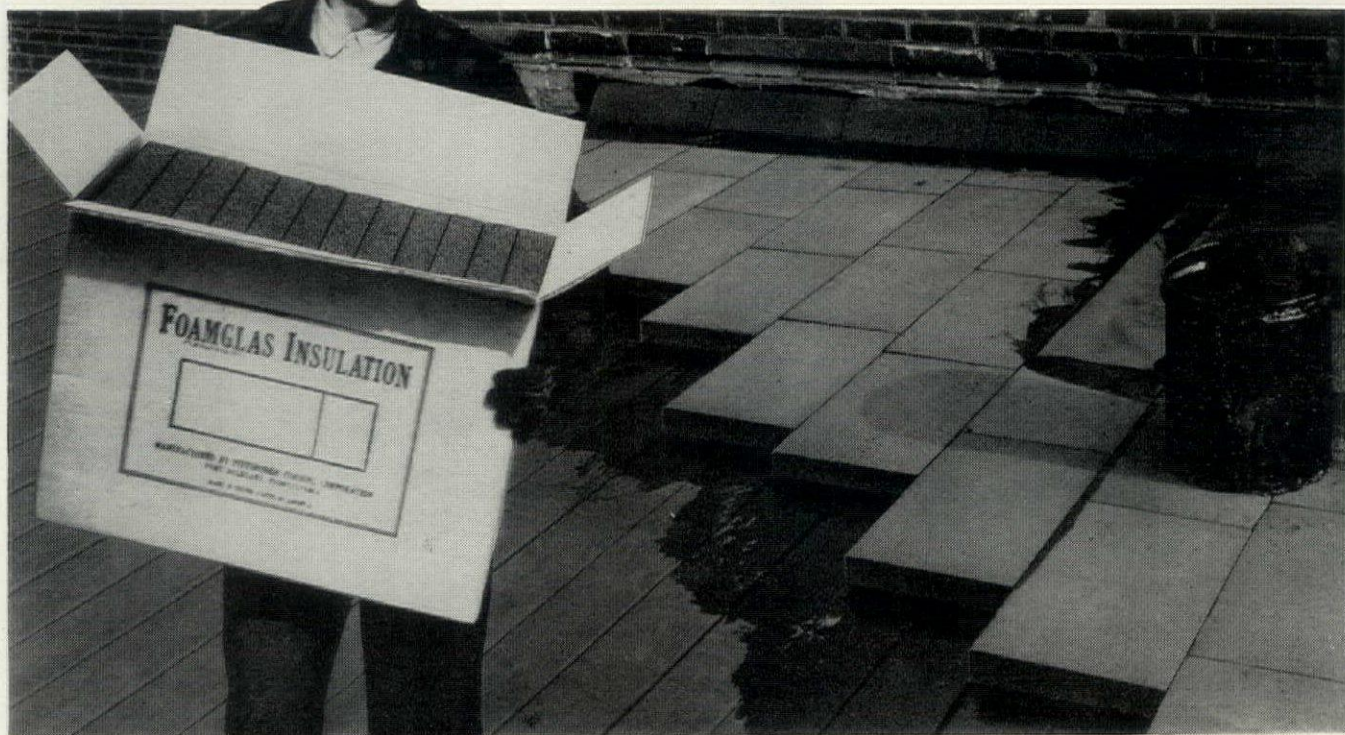
**INCANDESCENT SPOTLIGHTS for use with recessed fluorescent troffers dramatize merchandise displays.**

An improved incandescent spotlight for use with recessed fluorescent troffers, Leader's (Continued on page 184)



# The only material of its kind!

## PC FOAMGLAS INSULATION



THE MAGNIFIED CROSS SECTION of PC Foamglas shows its cellular structure . . . glass bubbles solidified into strong, rigid blocks. In the millions of cells of glass-enclosed air, lies the secret of its insulating value.

PC Foamglas is not a fiber, not a wool, not a board, not a batt. Foamglas is cellular glass, in the form of big, lightweight blocks, each composed of millions of minute, air-filled glass cells. And as such, Foamglas has excellent insulating properties. On roofs and ceilings, in walls and floors, PC Foamglas is helping to maintain required temperature levels, to minimize condensation and to withstand humidity in buildings from Canada to Mexico.

When installed according to our specifications for recommended applications, PC Foamglas retains its original insulating efficiency permanently. It is highly resistant to moisture, fumes, vapor and acid atmosphere — elements that frequently impair the insulating value of other materials.

We shall be glad to talk over your clients' insulating problems, to find out where and how PC Foamglas can best meet their requirements. Also we have recently published booklets that contain valuable information. Mail the coupon and we'll gladly send you free copies. Pittsburgh Corning Corporation also makes PC Glass Blocks.

Pittsburgh Corning Corporation  
Room 423-8, 632 Duquesne Way  
Pittsburgh 22, Pa.  
Please send me without obligation,  
your FREE booklets on the use of PC  
Foamglas insulation for:

Roofs\_\_\_\_\_ Walls\_\_\_\_\_ Floors\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_

When you insulate with FOAMGLAS . . . you insulate for good



## FOAMGLAS INSULATION

FOR ADDITIONAL INFORMATION SEE OUR INSERTS IN SWEET'S CATALOGS.

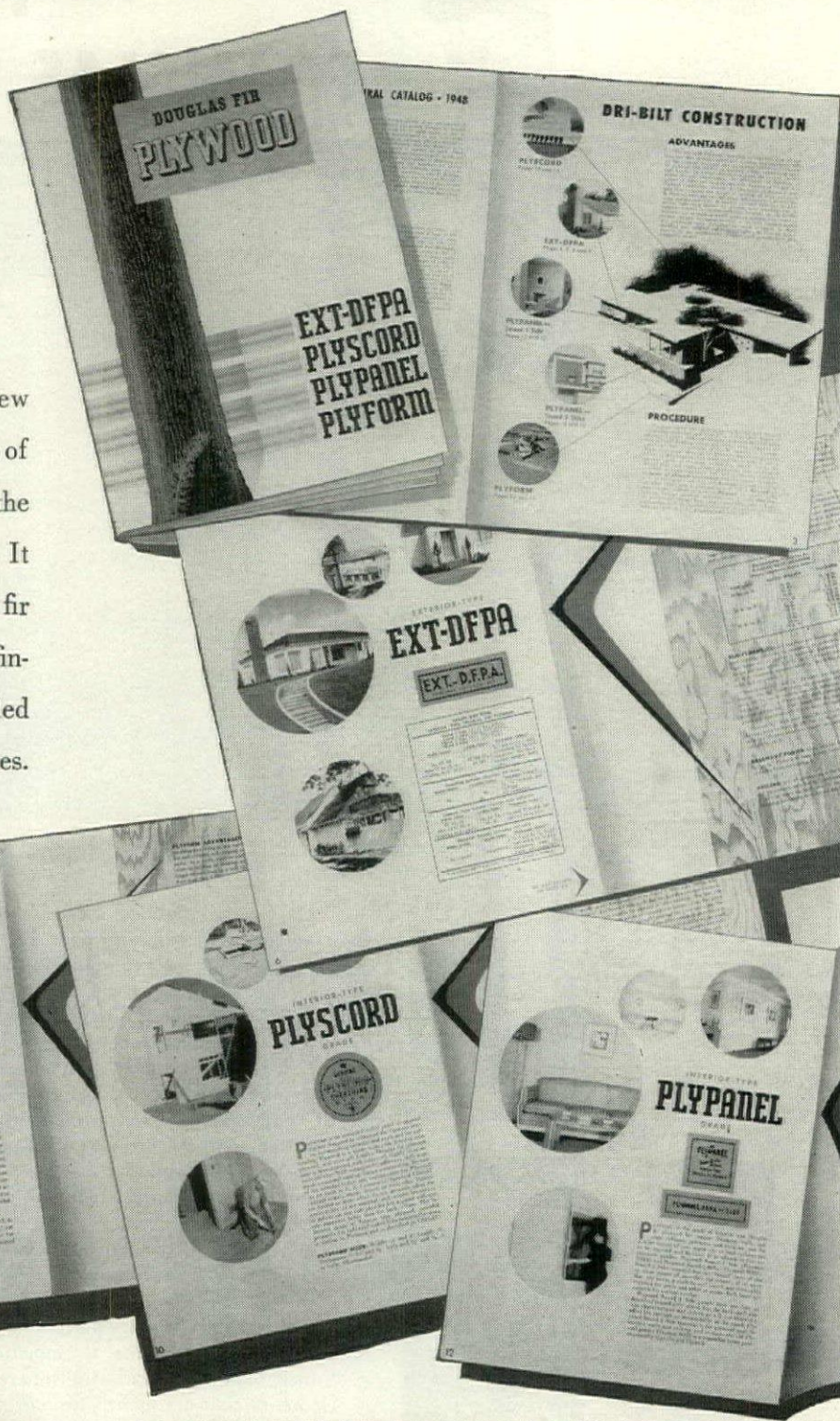


# NEW!

## 1948 Catalog of Basic Plywood Data

Sixteen pages of specification data, grade description and application suggestions—a basic manual for all who buy, sell, specify and use Douglas fir plywood in construction.

**SEND** for free copy of this new Basic Plywood Catalog—a reprint of the sixteen pages appearing in the 1948 Sweet's File, Architectural. It covers the full range of Douglas fir plywood data, from panel sizes to finishing procedure. Single copies mailed free to any point in the United States.



**Douglas Fir  
PLYWOOD**

LARGE  
LIGHT  
STRONG

**Real  
Wood**



**Panels**

DOUGLAS FIR PLYWOOD ASSOCIATION— Dept. 180  
Tacoma 2, Washington

GENTLEMEN: Please send me a copy of the 1948 Basic Plywood Catalog

Name \_\_\_\_\_

Title \_\_\_\_\_

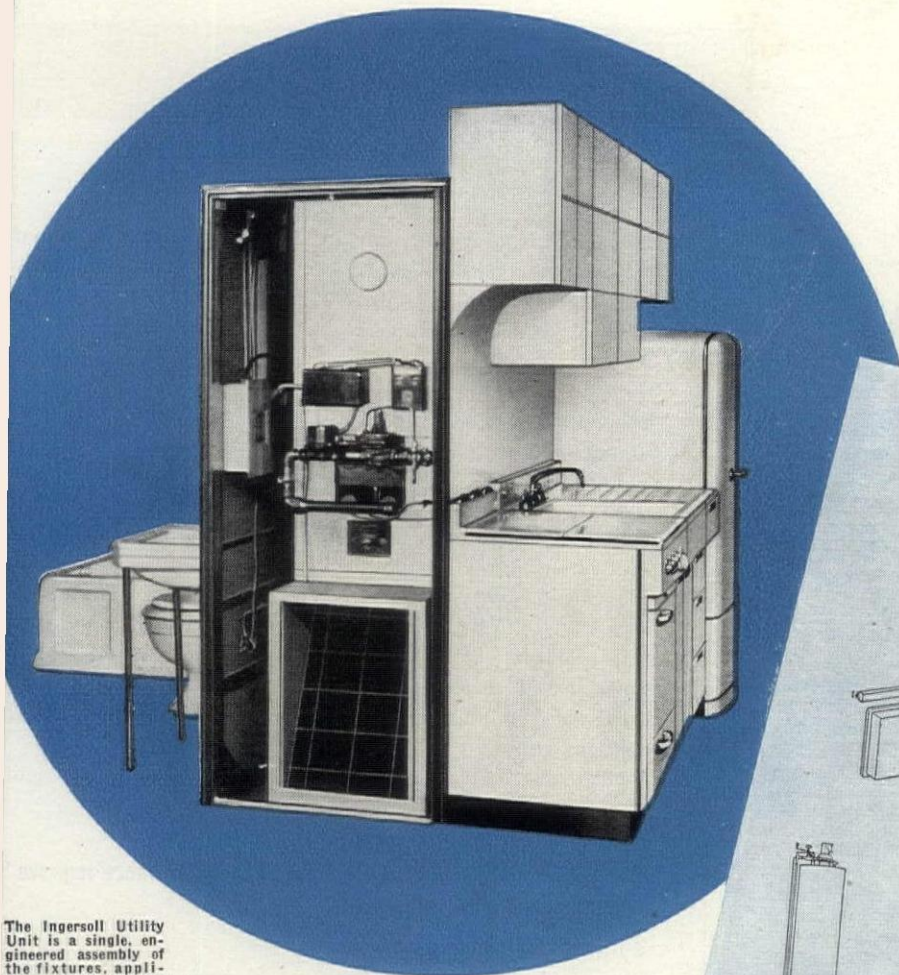
Firm \_\_\_\_\_

City \_\_\_\_\_

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State \_\_\_\_\_

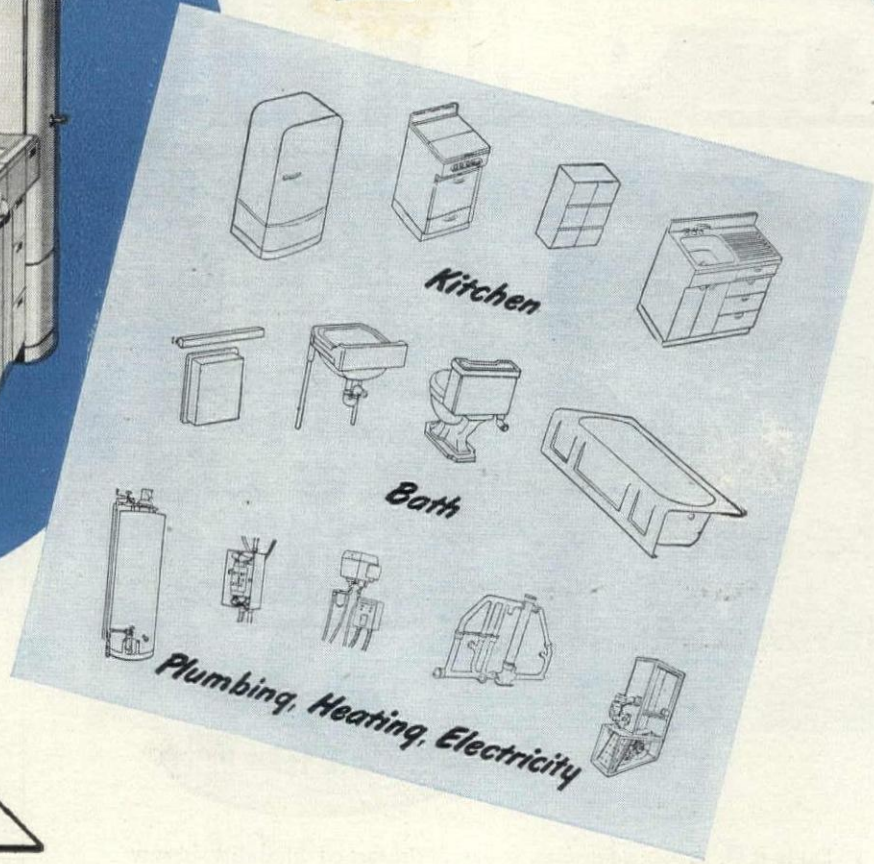




The Ingersoll Utility Unit is a single, engineered assembly of the fixtures, appliances, controls and fittings of Kitchen, Bathroom and Heating Plant, plus basic plumbing and electrical lines.

**Ingersoll**  
UTILITY UNIT  
TRADE MARK

*Package  
Purchase  
Installation*



## Now Available To Meet Local Code Requirements, Fit Individual Plans, Schedules and Needs

### Permits Architects and Builders To Give Greater Value, Speed Up Small Home Construction

You can give greater value, come out with a good profit, and do the job easier and faster if you figure the Ingersoll Utility Unit into your small home construction plans. With installations in 416 cities throughout the country, architects and builders have found that the convenience, adaptability and economy of the Unit is giving them a real competitive advantage in housing projects, large or small.

Now being produced to more efficiently help you meet local code requirements and to fit individual needs, the Ingersoll Utility Unit is adaptable to a wide variety of plans in single homes and multiple dwellings. Its completeness and compactness simplifies time-consuming specifications, helps cut construction time, and its quality parts insure home-owner satisfaction. Send for complete details on how Ingersoll's "One Purchase, One Package, One Installation" plan will benefit you.

Installations in <sup>416</sup>316 Cities Prove That Unit Meets  
Local Requirements, Fits Individual Plans and Needs



GET THIS  
NEW  
ARCHITECTS'  
MANUAL

**Ingersoll**  
UTILITY UNIT  
TRADE MARK

Ingersoll Utility Unit Division  
Borg-Warner Corporation  
321 Plymouth Court, Chicago 4, Illinois

MAIL THIS COUPON TODAY

INGERSOLL UTILITY UNIT DIVISION  
Borg-Warner Corp., Dept. F-4  
321 Plymouth Court, Chicago 4, Ill.  
Please send me your new "Architects Design Data" manual.

Name .....

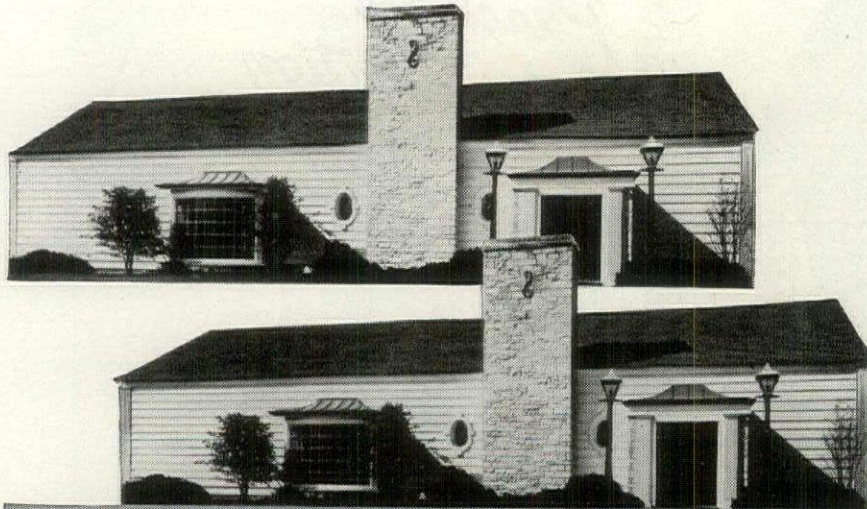
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Address .....

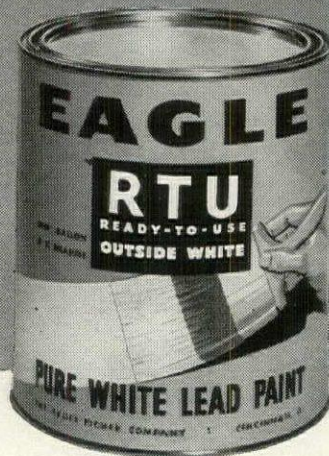
City ..... State .....







## BUILDING REPORTER



Check   
the double  
advantages of:



-  Eagle RTU is *pure white lead*. It has all the famed durability, beauty and economy of this most famous of painting materials.  
**And**, Eagle RTU comes factory-mixed for perfect brushing. It goes to the job in the original container, all set to open, stir and apply.
-  Eagle RTU spreads smoothly and easily. It covers completely, leaving no brush-marks, has real white lead hiding and staying power.  
**And**, Eagle RTU makes a smooth, gleaming elastic coat that won't crack or scale... defies time and weather, ages evenly by gradual chalking.
-  Eagle RTU is favored by builders for time and labor saving convenience... because it enables them to do a *better* job more efficiently.  
**And**, Eagle RTU is preferred by homeowners because of its beauty and durability... because of its *whiter* white that stays white *longer*.
-  Eagle RTU is white lead paint in a *modern* form.  
**And**, Eagle RTU is backed by Eagle-Picher's 104-year-old reputation as well as by the 2,000-year-old reputation of white lead.

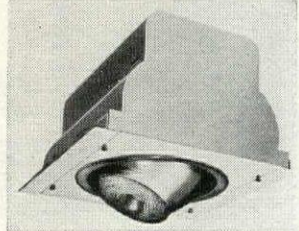
**EAGLE PURE  
WHITE LEAD**  
*Paint*



**THE EAGLE-PICHER COMPANY**  
CINCINNATI (1), OHIO  
*Member of the Lead Industries Association*

Trofferspot is designed to provide a dramatic concentration of light on merchandise displays. A highly effective, inconspicuous light source, it can be easily installed as an individual unit or anywhere in the troffer run. The downward beam of light can be adjusted to swing in a complete circle and can be angled up to 23° from its vertical axis. The bulb and reflector unit are mounted to a plate which may be easily dropped from position by loosening four screws to permit convenient servicing and replacement of bulbs. Trofferspot uses a type P.A.R. 38/50 w. incandescent lamp of Pyrex glass with a built-in reflector, is built of 16 gauge steel and finished in white, baked enamel. A similar incandescent spotlight has been added to the company's "Officer" line of fluorescent lighting fixtures.

Manufacturer: Leader Electric Co., 3500 N. Kedzie St., Chicago, Ill.



**1948 MAGIC CHEF RANGE LINE** boasts new appearance, improved burners and other refinements.

With 16 new cooking improvements and many minor refinements, the 1948 Magic Chef gas range line comprises six basic models, ranging from a 20 in. wide apartment unit to a 39 in. wide deluxe range. Perhaps the most important change in the range is its appearance. With rounded corners and flowing contours, it has a one-piece cook top combining backguard, cooking surface, and front panel in one sweep. Fixtures are chrome and pearl gray. The new one-piece top burner and tray with a white porcelain drip pan has flush fitting top grates. Porcelain enameled inside and out, this burner is designed to use all types of gases and is said to give a sharper, cleaner flame and better heat distribution. Among the other major improvements are: a simpler setting, automatic oven clock control; airflow oven with rounded corners for proper heat circulation; thick blanket of Fiberglas insulation; an easily removable, high-level Swing-Out, smokeless broiler; new electric clock timer; chrome, hood-type flue deflector; solid recessed toe base and lock-type oven and broiler valves for safe operation.

Manufacturer: American Stove Co., 4301 Perkins Ave., Cleveland, Ohio.



**HOME DISHWASHER** is designed to be built into kitchen.

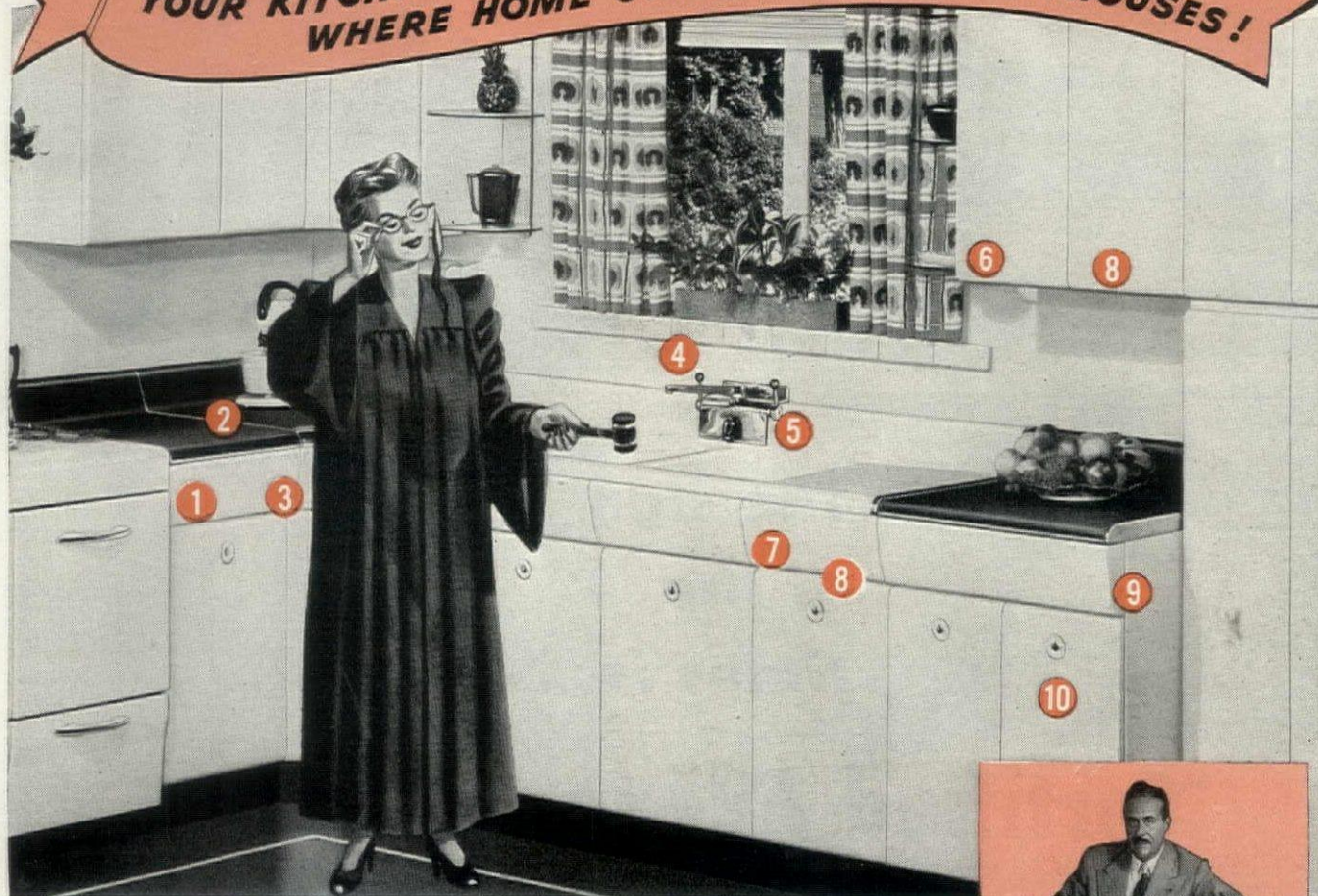
Manufactured by a company who have been turning out restaurant dishwashing machines for 22 years, the Jackson Home Dishwasher is an electrically operated washer that can be installed in any kitchen where there is a hot water connection, a drain connection, and electricity. The dishwasher is not dependent on high pressure levels of city pumping stations, using its own motor operated centrifugal pump. It is designed to fit standard kitchen counter levels, with provision made in



(Continued on page 188)



**YOUR KITCHENS ARE "Courtrooms"...  
WHERE HOME OWNERS JUDGE YOUR HOUSES!**



## Check All These Easy-to-See Advantages of

*American*  
**KITCHENS**  
STYLED IN STEEL

Women who *like* their houses praise their architects and builders . . . recommend them to their friends. Which is a very sound reason for specifying **AMERICAN KITCHENS**. Women *like* them! You'll see why from the features below . . . Raymond Loewy has so designed American Kitchens as to make ordinary steel kitchens seem old-fashioned by comparison!

### Check These Easy-To-See Advantages!

(Just a few of many incorporated in American Kitchens)

- 1 Drawers rounded inside for easy cleaning.
- 2 Flush-sealed linoleum counter tops between cabinets—waterproof, dirtproof . . . smooth, continuous work surface.
- 3 Drawers glide on special nylon slides—open and close silently, effortlessly.
- 4 Finger-tip, lever-type faucet handles—on or off with a flick of a finger!
- 5 Back splash faucet mounting eliminates dirt-catching ledge, permits larger bowl.
- 6 All corners rounded—protects against scratches and torn clothing.
- 7 Concealed cutting board, special cutlery drawer (lined with linoleum).
- 8 Concealed pulls for streamlined beauty.
- 9 Extended Counter tops—permit continuous knee room for natural stance.
- 10 Double-wall, insulated construction—for noiseless operation of doors and drawers.

Despite these, and many more equally important advantages, American Kitchens are moderately priced. So ask your local distributor or dealer for full information.

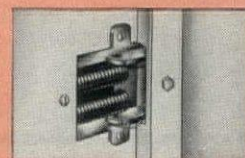
**FREE!** Architects-Builders File . . . gives blueprints of outstanding kitchen treatments, equipment specifications, etc. Ask your nearest American Kitchens supplier. If you don't know his name—write today.



Raymond Loewy's "On Your Staff" when you use American Kitchens! For he designed each detail with an architect's eye for functional beauty—for styling that will still be considered modern 10 years from now!



Typical of the Streamlined Styling of American Kitchens in this Finger-Tip faucet. Handles are lever type, can be turned on or off with a flick of a finger!



Many "Hidden" Benefits, Such As Double-Action spring-type hinges (hold doors open or closed without catches) are added evidence of American Kitchens' high quality throughout.

**AMERICAN CENTRAL**  
Division—Avco Manufacturing Corporation • Connersville, Indiana





"I put certified adequate wiring in my homes because that certificate identifies me as a reputable builder. I plan to be in business long after the present housing shortage is over and forgotten," says Angus G. Wynne, Jr., Prominent Dallas builder.

The sign  
of the  
times is...

## "Certified Adequate Wiring"

**PROOF ADEQUATE** — another home-building project featuring Certified Adequate Wiring — the Wynnewood development in Dallas, Texas.

**What It Means To You:** Certified Adequate Wiring makes today's home buyers tomorrow's boosters. It helps you build houses that stay modern for years to come. It helps you sell houses easier and quicker because: (1) it overcomes today's buyer resistance; (2) it assures you of promotional support from your local electrical industry.

**What It Means To The Home Buyer:** Adequate Wiring makes even a moderate-cost house, or a re-modeled home, *modern*. It provides not only for today's electrical needs but for those of tomorrow—including such things as kitchen and laundry appliances which

can be covered by a "packaged mortgage."

**What "Adequate Wiring" Means:** An adequate electric service entrance; enough circuits, enough convenience outlets; permanent lights and switches.

**Here's What You Can Do About It:**

1. Use the services of your local Adequate Wiring Bureau in preparing complete wiring layout for every floor plan.
2. Install Adequate Wiring in accordance with this layout.
3. Obtain your "Proof Adequate"—a certificate to present with each deed.
4. If there is no Adequate Wiring Bureau in your area, *write us* for details of how to take advantage of "Adequate Wiring" as a sales feature.



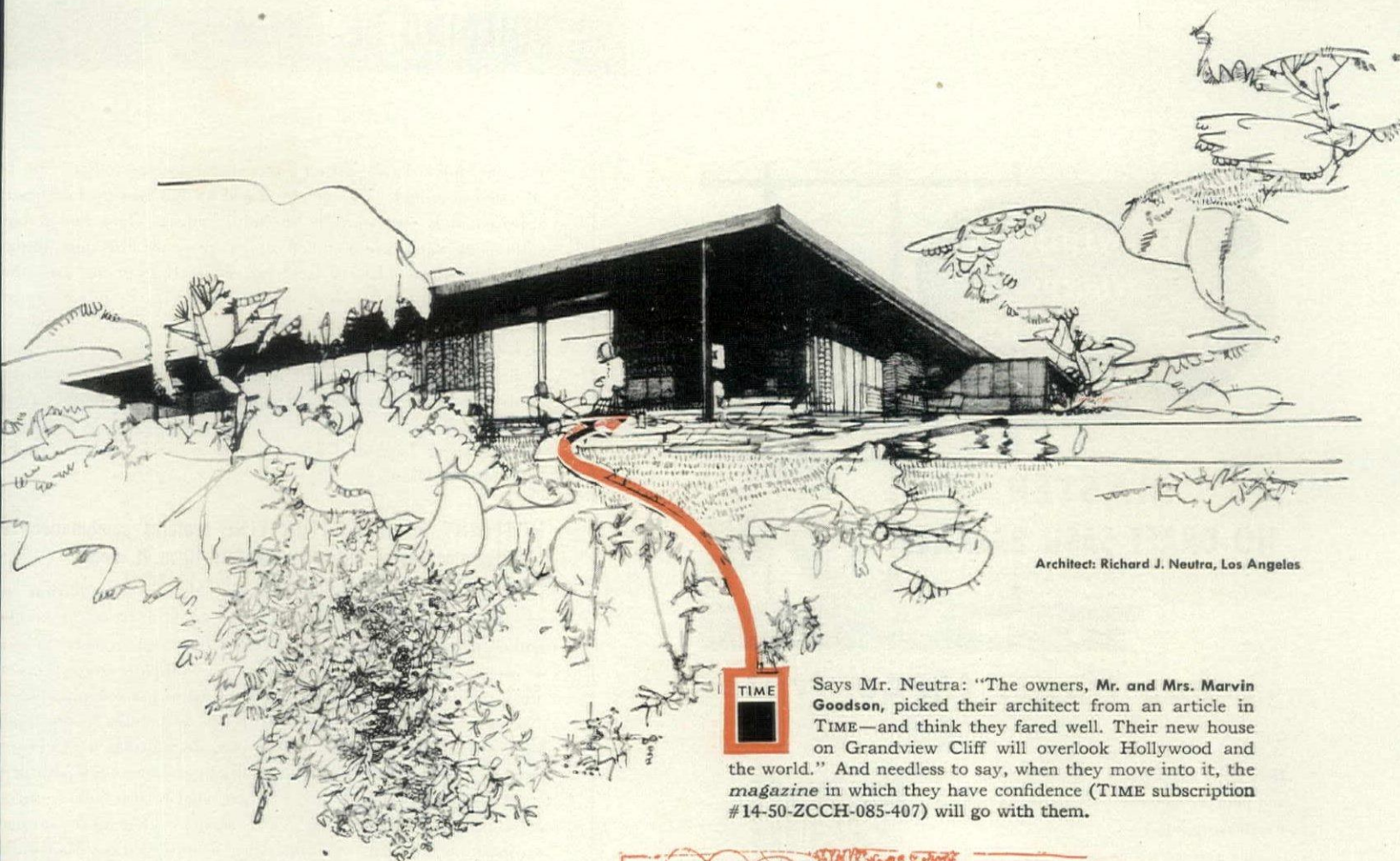
**NATIONAL  
adequate wiring  
BUREAU**

**CLIP AND MAIL TODAY for free information and material!**  
NATIONAL ADEQUATE WIRING BUREAU, Dept. AF-4  
155 E. 44th Street, New York 17, N. Y.

Please send me, without charge, information on how to take advantage of Adequate Wiring as a sales feature.

NAME.....  
FIRM.....  
STREET ADDRESS.....  
CITY.....STATE.....



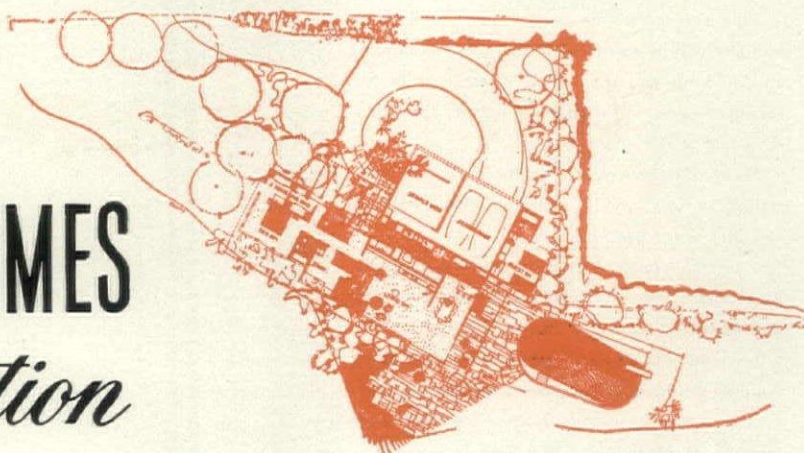


Architect: Richard J. Neutra, Los Angeles



Says Mr. Neutra: "The owners, Mr. and Mrs. Marvin Goodson, picked their architect from an article in *TIME*—and think they fared well. Their new house on Grandview Cliff will overlook Hollywood and the world." And needless to say, when they move into it, the *magazine* in which they have confidence (*TIME* subscription #14-50-ZCCH-085-407) will go with them.

# Presenting THE SHOW-ROOM HOMES of the Nation



● Your building materials get their *best* display when they're actually in *use*—as part of "show-room" homes like the Goodsons'...

These are the homes that are most admired by other members of the community—most frequently visited and talked about by the kind of people who are your best prospects.

**And more than a million better homes across the nation are owned by the million-and-a-half families who read *TIME*.**

The incomes of *TIME* readers average \$7600—double the average U. S. family's: *TIME* readers can afford to build and buy well. What's more, they hold influential positions in business and society, set better living standards for millions of other households.

When your product name is written into the building plans of *TIME* families, you get an *extra* helping of publicity—and sales—in widening circles of good customers coast to coast.

THE GATEWAY TO THE BUILDING MARKET



ADVERTISING OFFICES • NEW YORK • CHICAGO • BOSTON  
ATLANTA • PHILADELPHIA • CLEVELAND • DETROIT • ST. LOUIS  
LOS ANGELES • SAN FRANCISCO • TORONTO • MONTREAL • LONDON



My windows  
*always*  
open and close  
easily

## MASTER NO-DRAFT SASH BALANCE

(Patents U. S. 2158963—2101577)

**...has finger tip control**

Here is perfect window control without weights and pulleys combined with all the advantages of weatherstripping.

This spring balance makes any double-hung window easy to open and close, prevents binding and sticking and quickly saves its cost in fuel saving because it provides an efficient weather-strip seal in the sash runways.

Master No-Draft Sash Balances are easily installed in new or old windows. They will not rust and never need painting.

Properly tempered, correctly tensioned springs give both upper and lower sash perfect balance and finger-tip control.

Get rid of window trouble now Mail the coupon below for complete information about easy-to-operate, weatherstripped windows obtained with Master No-Draft Sash Balances.

The springs in the Master No-Draft Sash Balance are furnished with the correct tension for all sash sizes. Strong and permanent they have been tested for 25,000 operations.

The spring housing is a flexible self-adjusting unit (two to each sash) which compensates for ordinary misalignment of sash and frame. Made of rust and corrosion resistant metal, maintenance and replacement costs are eliminated. For complete weatherstripping we recommend Master cross strips at top center and bottom of window.

**MASTER METAL STRIP SERVICE,**  
1724 N. Kilbourn Ave.,  
Chicago 39, Ill.

Please send me, without obligation, complete information about Master No-Draft Sash Balance.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

the one piece base casting for extension legs which can be adjusted in height. The machine will wash a basket of dishes in approximately one minute, including rinse. Two and a half gallons of water are pumped under pressure through double revolving spray tubes in washing, while the rinsing uses one gallon, introduced through separate sprays. Standard equipment includes two baskets, one for dishes, another for glasses and silverware. Optional equipment for the new machine model H-1A, includes electric immersion heater and thermostat control for maintaining and controlling water temperature. Price; \$275.

Manufacturer: Jackson Dishwasher Co., 3703 East 93 Street Cleveland 5, Ohio.

### HOTPOINT REFRIGERATOR LINE features combination refrigerator-freezer unit and a standard 10 cu. ft. model.

Hotpoint's 1948 refrigerator line includes in addition to improved conventional type units, a standard 10 cu. ft. model and a new two zone combination refrigerator-freezer known as Model EG-8. This unit is actually a complete home freezer and a high humidity refrigerator combined in a two-door cabinet. The upper 1.5 cu. ft. section both freezes and stores frozen food while the lower 6.7 cu. ft. section provides normal refrigeration storage. The freezer compartment maintains a zero temperature freezes or preserves 52 lbs. of food, makes ice, yet requires defrosting but twice a year. The regular refrigerator storage compartment has its cooling coils located within the walls and maintains a humidity of 80 per cent. Other features of this compartment include two sliding drawers, a butter conditioner and a hinged rack with three jars. Like other Hotpoint refrigerators, Model EG-8 is powered by a Thriftmaster unit which is vacuum sealed against air, moisture and dirt, and is completely insulated with Fiberglas or Thermocraft. With a total of 8.2 cu. ft. capacity, the new model occupies no more space than the prewar 6 cu. ft. box, sells for \$399.75. The EA-10, a 10 cu. ft. standard refrigerator for families with limited budgets retails for \$299.75.

Manufacturer: Hotpoint Inc., 5600 W. Taylor St., Chicago, Ill.

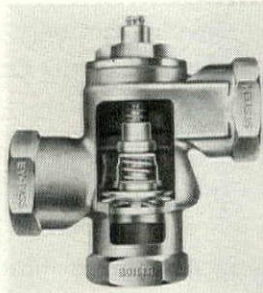
### HOT WATER CONTROLS for panel systems and domestic hot water regulate temperatures with new thermostat.

Taco's Paneltrol and Adjustable Tempering Valve are two new controls to be put on the market in the next two months which use patented hermetically sealed thermostatic elements to actuate valves controlling the temperature of hot water delivered to panel radiant heating systems and faucets. The Paneltrol can be adjusted to send water to radiant heating panels at any temperature between 110° and 150° F.—provided, of course, the boiler water temperature is higher than these settings. Using this control, domestic hot water may be taken from the same boiler by carrying the boiler water temperature at 180° F. or higher if necessary.

The Adjustable Tempering Valve—made in ½ in. and ¾ in. sizes for one and two family residences—is readily adjustable to deliver water to the faucet at any desired temperature between 120° and 150° F. Adjustment is made by an external pointer knob.

Manufacturer: Taco Heaters, Inc., 137 South Street, Providence 3, R. I.

(Technical Literature, page 192)





heating and cooling  
for year-round comfort—  
both from a  
single system



There's no winter lay-off for Carrier Conduit Weathermaster air conditioning . . . no planning a separate, costly heating system for the cold months. With this modern, flexible air conditioning, any multi-room building can have economical comfort in every room any season *with a single system*.

Both cooling and heating are furnished by the same compact individual room unit located under the window. That's space and money saved. The room units have no moving parts to need service and replace-

ment. That means quiet operation, low maintenance costs.

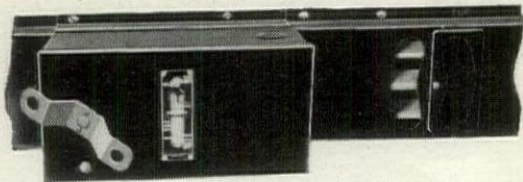
Individual room control lets tenant or guest choose the temperature he wants at the twist of a simple valve. Since there is no interroom recirculation, there's no transfer of noise or odors. Space saved by small-diameter conduit gives the owner more rentable area. For buildings up to five stories, there's the Carrier Duct-type Weathermaster system. This, too, provides room-by-room temperature control and year-round heating and cooling.

Carrier systems are designed and built with the same unrivaled skill that created the air conditioning industry. They're bringing dependable air conditioning to the world's best-known hotels, office buildings, hospitals, apartments, stores, factories and steamships. Carrier's experienced engineers for years have worked closely with architects and consulting engineers to bring the utmost in air conditioning comfort to each individual installation. Carrier Corporation, Syracuse, New York.



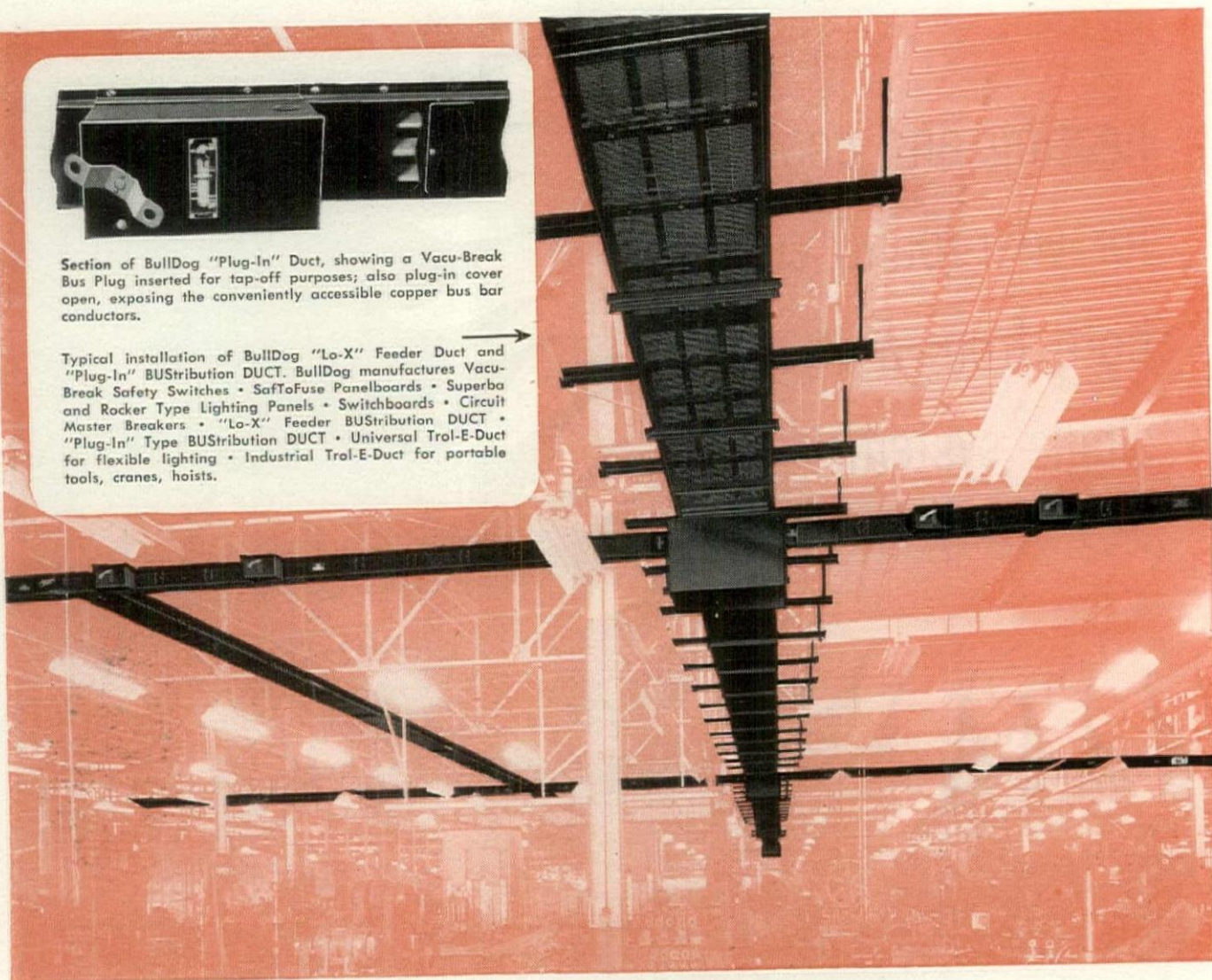
AIR CONDITIONING • REFRIGERATION • INDUSTRIAL HEATING





Section of Bulldog "Plug-In" Duct, showing a Vacu-Break Bus Plug inserted for tap-off purposes; also plug-in cover open, exposing the conveniently accessible copper bus bar conductors.

Typical installation of Bulldog "Lo-X" Feeder Duct and "Plug-In" BUStrIbution DUCT. Bulldog manufactures Vacu-Break Safety Switches • SafToFuse Panelboards • Superba and Rocker Type Lighting Panels • Switchboards • Circuit Master Breakers • "Lo-X" Feeder BUStrIbution DUCT • "Plug-In" Type BUStrIbution DUCT • Universal Trol-E-Duct for flexible lighting • Industrial Trol-E-Duct for portable tools, cranes, hoists.



## A power system that thinks of all the angles

And we mean *all* the angles . . .

Expensive angles like machine layout changes, maintenance, unnecessary power outages, safety hazards, lack of salvability. Did we miss one? No matter. When you specify a Bulldog BUStrIbution system, you're covered even on hidden-cost items.

Take machine layout changes: With Bulldog "Plug-In" BUStrIbution DUCT, moving a machine is almost as simple as moving a table lamp to a different outlet. Remove the plug . . . move the machine . . . reconnect. No turning off the power. While your client moves one machine, all the others still produce.

### Pays off again and again

Or look at it from this angle: Maybe your client wants to change his whole plant set-up. This system thinks of that, too. Both Bulldog Ventilated "Lo-X" Feeder Duct and "Plug-In" Duct for branch circuits can be taken down, moved, and reinstalled . . . *without scrapping a part*. This investment makes good over and over again . . . and gratified clients will approve your recommendation every time.

Here's another costly plant angle—*power losses*. Bulldog "Lo-X" Feeder Duct with its exclusive paired-phase bus bar arrangement, keeps voltage up, keeps operating costs down. Natural ventilation, plus the paired-phase principle, increases current carrying capacity, reduces temperature rise, and increases the life of the system.

Learn more about these and other angles so completely covered by this modern electrical distribution system. Call your local Bulldog Field Engineer. He can show you an installation of Bulldog BUStrIbution DUCT near your own office.

**Bulldog's Field Engineers** welcome the chance to sit in on planning stages of a building project. Their knowledge of electrical distribution layout can mean savings in installation and maintenance costs, as well as highest efficiency and reliability in actual operation. Why not take advantage of this pre-building service?

**BULLDOG ELECTRIC PRODUCTS COMPANY**  
DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES  
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

# BULLDOG



**HEADQUARTERS FOR ELECTRICAL DISTRIBUTION**



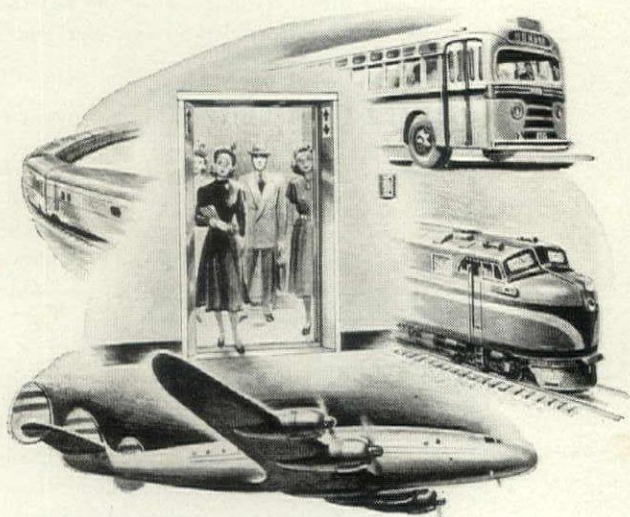
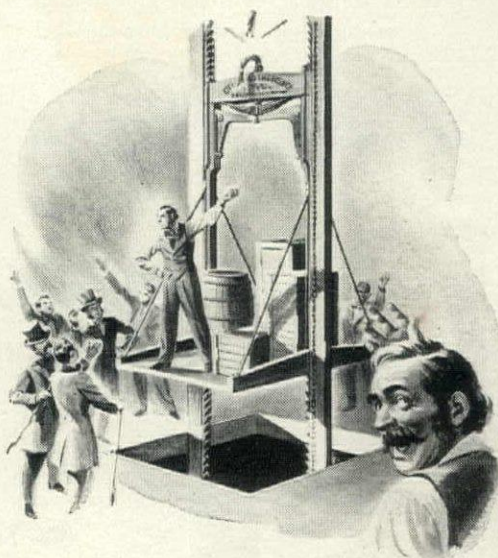


# skylines ... by Otis

**Watch Houston!** In fifty years this thriving Texas city has grown to be the third largest ocean port in the United States. And as Houston reached out into the world, it also reached up. Even its skyline has become famous. And skylines are the business of OTIS. In Houston, for example, OTIS has 893 elevators. That's more than three times the number of all other makes combined!

## CONFIDENCE IN SAFETY.

In 1852, Elisha Otis applied the first 'safety' to a freight elevator. It was intended to prevent the elevator car from falling if the hoisting ropes should break. To convince a doubting public he actually cut the ropes to prove its dependability.



## HOW DO PEOPLE TRAVEL?

Mostly on elevators. Surprising? Last year, elevators handled *eleven* times more passenger traffic than all domestic airlines, inter-city bus lines and railroads combined.

## TRY THIS FOR SIZE.

The newest look in an Escalator is the OTIS "32". It's 32" wide 5" below the handrails. That's exactly where width is needed to permit mother and daughter to ride side-by-side in comfortable safety. And the price of the OTIS "32" permits it to fit comfortably into any store's budget.



With 257 offices located in every state of the Union, OTIS is ready to help you plan, erect and maintain freight and passenger elevators and Escalators for use anywhere.

"Escalator" is a U. S. Patent Office-registered trademark of the Otis Elevator Company. *Only Otis makes Escalators.*

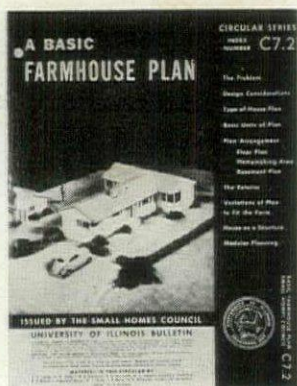


## ELEVATOR COMPANY

Home Office: 260 11th Ave., New York 1, N.Y.



# TECHNICAL LITERATURE



**FARMHOUSES.** A Basic Farmhouse Plan, Circular Series C 7.2. Small Homes Council, Mumford House, University of Illinois, Urbana, Ill. 8 pp. 8½ x 11 in.

The farmhouse presented in this circular has been designed by the College of Agriculture and the Small Homes Council. It is adaptable to typical requirements and conditions for living on owner-operated farms in the North Central States. Text includes an analysis of design considerations distinctive to the farm and farm life; such as the need for office and clean-up facilities. Following sections discuss the type of plan; the two rectangular basic elements of the plan and how the one-story, partial basement house meets the family needs. Detailed sections deal with the homemaking area, the basement and exterior. Closing pages present various arrangements of the rectangular units and cite how the construction method and modular planning simplify building.

**STRUCTURAL ENGINEERING.** Stress Analysis and Design of Elementary Structures, Second Edition. By James H. Cissel. John Wiley & Sons, Inc., 440-4th Ave., New York. 419 pp. 6 x 9½ in. Price \$5.00.

A revision of the first edition which was published in 1940, Professor Cissel's new text includes a chapter on the design of light-gauge steel construction. This chapter is part of the book's second section, a design discussion which includes fastenings, timber, steel tension, and reinforced concrete. The first section of the textbook "for non-civil engineers" is given to stress analysis. Many examples and problems are included in the chapters.

**STRUCTURAL SYSTEMS.** Stran-Steel. Great Lakes Steel Corp., Penobscot Building, Detroit 26, Mich. 24 pp. 8½ x 11 in.

This well-illustrated booklet describes the component elements of the Stran-Steel system, its advantages and erection methods. Typical examples of its application to a wide variety of building types are followed by model specifications, tabulated engineering data and construction details. Also included are descriptions of various accessories and packaged frames for residential application.

**CORRUGATED ROOFING AND SIDING.** Dorn Asbestone Catalog No. 42. R. J. Dorn Co., Inc., New Orleans, La., 48 pp. 8½ x 11 in.

A thorough exposition of Dorn's corrugated Portland cement-asbestos sheets, defined by the manufacturer as *manufactured stone*, is contained in the pages of this booklet. A short exposition of composition and qualities of the material is followed by 33 pages of typical detail drawings, and general information, from hoisting to sawing.

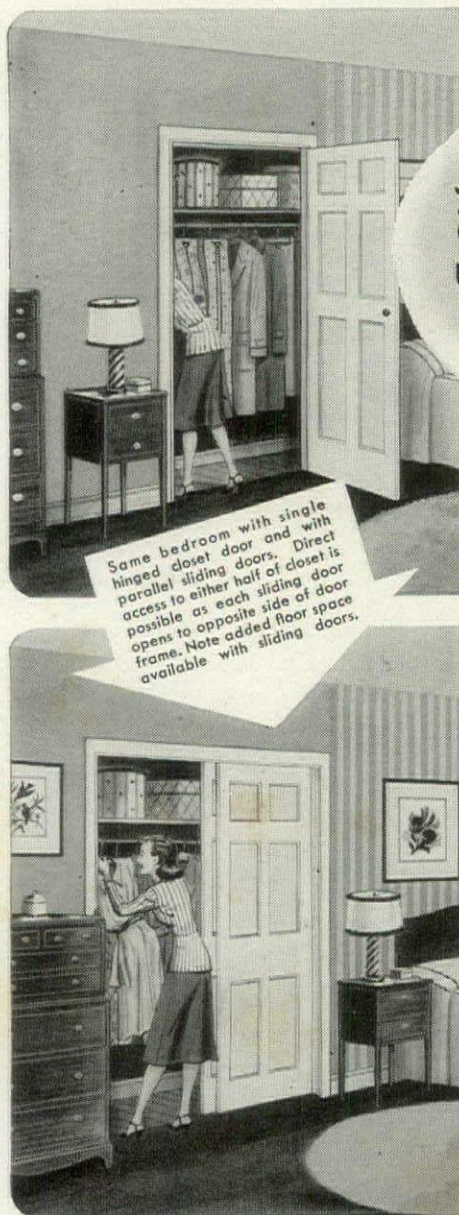
**GLASS FOR THE ARCHITECT.** Libbey-Owens-Ford Glass Co., Nicholas Bldg., Toledo 3, Ohio.

Descriptions, qualities and uses of principal Libbey-Owens-Ford products are featured in this new illustrated booklet. The booklet covers such L-O-F products as Thermopane glass insulating units, polished plate and window glass, Tuf-flex tempered polished plate glass, Vitrolite colored structural glass and Blue Ridge patterned and wire glass.

**GLASS BLOCKS.** Daylight in Public Buildings. American Structural Products Co., Ohio Building, Toledo, Ohio. 12 pp. 8½ x 11 in. The increasing use of glass block in public buildings, especially in schools, is emphasized in this booklet. Examples of Insulux installations in school gymnasiums, domestic science kitchens, swimming pools, shops, stairways and libraries are featured. Also illustrated are extensive glass block installations in hospital operating rooms, kitchens and laundries. Booklet concludes with typical glass block installations in pumping stations, power plants, and sewage disposal units—operations which run the whole gamut of moisture, corrosion, insulation and maintenance problems which Insulux helps solve.

**STANDARD STOCK DOORS.** Revision of Commercial Standard CS73-45, Old Growth Douglas Fir Standard Stock Doors. Commodity Standards Div., National Bureau of Standards, Washington 25, D. C. The Standing Committee in charge of reviewing Old Growth Douglas Fir Standard Stock Doors has approved a revision of this standard, first issued in 1938 and since revised in 1943 and 1945. Copies of the new recommended revision have been sent to manufacturers and other interested groups for consideration and approval. The recommended revision proposes to eliminate several sizes of house doors and also a number of the designs or layouts which are no longer in large demand. It will permit the use of Sitka spruce and Western hemlock, as well as Douglas fir, in the manufacture of doors. In the lower quality doors, a mixture of these woods would be permissible.

(Continued on page 194)



*For more "Living" room*  
**USE VANISHING DOORS**



Whether the job calls for tiny kitchenette apartments or a palatial mansion, there's no getting around one fact—hinged doors waste space! That is why more and more residential building plans specify vanishing doors for closets, wardrobes, connecting rooms, etc.

With vanishing doors, sliding from side to side, there's no interference with the location of furniture, lighting fixtures, pictures, rugs—nothing in the room gets "behind the door." Used for closets and wardrobes, they permit direct access to entire contents without fuss or bother.

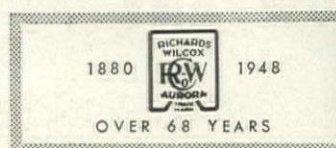
**SPECIFY R-W VANISHING DOOR HANGERS AND WOOD-LINED TRACK**

For smooth, silent, trouble-free operation, specify vanishing doors installed with Richards-Wilcox No. 719 Vanishing Door Hanger and Wood-Lined Steel Track. No oiling required . . . hanger wheel has Olite self-lubricating bearing, rolls on self-centering woodtrack lining without metal-to-metal contact.

**FOR USE IN 2" x 4" STUDDED WALLS**

Richards-Wilcox No. 719 Vanishing Door Hangers and Wood-Lined Steel Track are designed for use in 2" x 4" studded walls. This outstanding feature is made possible by the R-W engineered "Ordinary Wall" pocket.

For complete details—or free consultation without obligation—call or write the nearest Richards-Wilcox office.







**WHY DOES AN  
ARCHITECT SPECIFY  
HEATING EQUIPMENT?**



There are two concepts that  
determine architects' specifications . . .

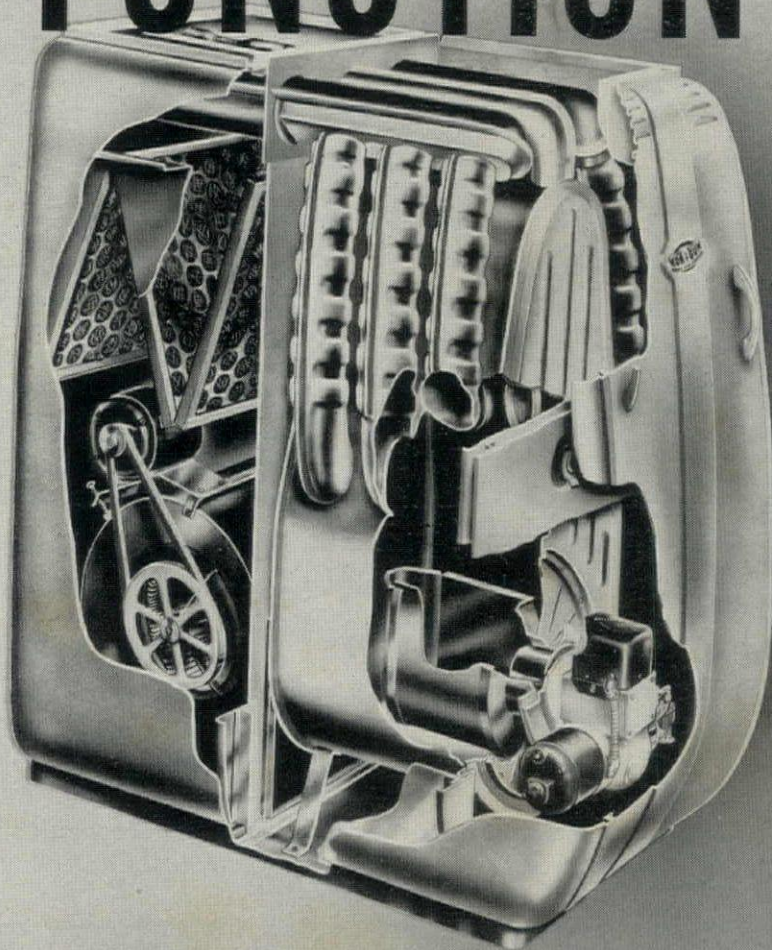
# FORM and FUNCTION

For heating equipment, architects  
specify heating equipment that delivers  
healthful carefree INDOOR  
CLIMATE . . . and heating equipment  
whose physical form will be "at home"  
in its surroundings.

The MOR-SUN line of pressed steel  
FURNACES permits the architect to deliver  
both — form and function!

MOR-SUN . . . the oil or gas-fired  
heating equipment designed for both small  
and spacious homes . . .  
heats, conditions, circulates, filters,  
humidifies and continuously renews the air.

MOR-SUN . . . the furnace that  
gives both BEAUTY and BTU's!



*"The Sun Never Sets with MOR-SUN"*

**MORRISON STEEL PRODUCTS, INC.**

**BUFFALO 7, N. Y.**



## TECHNICAL LITERATURE

**RADIANT HEATING.** 40 Facts About Modern Radiant Heating. The H. B. Smith Co., Inc., Westfield, Mass. 10 pp. 8½ x 11 in.

Another in the booklets issued by alert manufacturers covering radiant panel, baseboard, and radiator systems, this is intended for use by the architect and heating contractor in explaining to prospective home builders the factors involved in choosing heating equipment. Non-technical language is used to explain the principle of radiant heating.

**HEATING AND VENTILATING.** Heating & Ventilating's Engineering Databook. Clifford Stock. The Industrial Press, 148 Lafayette Street, New York 13, N. Y. 570 pp. 8½ x 11 in. Price, \$7.00.

This big book is an addition to the row of technical references that sit heavy and wellworn on the complete designer's book shelf. Compiled primarily for engineers and contractors, it has much to offer students and designers, especially those designers

who have not been educated in the technical end of piping, air handling and cooling. A great deal of data—with specimen computations on how to use—supplemented by charts and tables on recent developments in the field. Included is a section of contract law, including heating, ventilating, and air conditioning contracts.

**FUEL CONSERVATION.** Fuel Conservation Handbook. Oil-O-Matic Division, Eureka Williams Corp., Bloomington, Ill. 46 pp. 7¾ x 5½ in.

The foreword of this booklet quotes the Industry Report to Senator Tobey of New Hampshire: "In the U. S., fuel oil supply this winter is as much as short of demand." The book then sets up the cutting fuel oil consumption 15 per cent on existing installations, or of bettering that mark to release fuel for new installations. In analyzing heat losses and other elements of the picture—including the human one—the book presents a simple explanation of the different kinds of heating systems in use in homes, with excellent diagrams of gravity, warm air and hot water heating systems, and one-way systems. The booklet is in some ways better than most presentations of the systems, though it does present them in their simplest forms. Radiant panel heating, however, is not discussed.

**POWER BOILERS.** Kewanee Power Boilers, Operating Instructions. Kewanee Boiler Corp., Kewanee, Ill. 14 pp. 8½ x 10¾ in. Helpful information on the operation and care of Kewanee pressure power boilers is contained in this brochure. It begins with ten important rules to remember. The following sections then discuss: boiler construction, washing boiler, putting boiler in service, handling boiler, and care of grates in service and boiler out of service.

**STEAM TRAPS.** Selecting the Right Type of Steam Trap. Inco, 350 Fifth Ave., New York, N. Y. 4 pp. 8¼ x 10¾ in. In *Selecting the Right Type of Steam Trap*, an illustrated booklet permits the reader to select the right type of trap for a particular application at a glance. The features, advantages and recommendations for each type are listed. Clear photographs illustrate the text.

**THERMAL INSULATION.** Kimsul Insulation. Kimsul Corp., Neenah, Wis. 12 pp. 8½ x 11 in.

Designed for architects, builders, engineers this booklet contains over 40 illustrations, charts, tables. It gives concise exposition of general principles of home insulation: Radiant Heat Loss, Air Stratification and Drafts; Heat Exposures, Coolness Balance, Radiant Coolness; Ventilation of Attics and Floors; Vapor Sealing. The booklet also covers Kimsul insulation including Choice of Thickness, Sound Deadening and Sound Absorption; Corrosion; Insulated Fastening Edges, Flexibility, Calkability; Moisture, Mold, Rot, Vermin, Fire; Many-Layer Construction, Cleanliness and Lightweight.

**LIGHTING.** Ballasts for Fluorescent Lamps. General Apparatus Dept., Schenectady, N. Y. 27 pp. 8½ x 11 in. In the ten years since introduction of fluorescent lighting into the commercial market, the fluorescent lighting industry has grown faster than any other industry in recent memory, in the radio and automobile industries (Continued)



### PEN-CHROME WOOD FINISHES OFFER 10 USEFUL MODERN TINTS

Pen-Chrome "Blonde" Wood Finishes make it easy to harmonize the color of wood paneling, plywood, woodwork, trim with the color-scheme of any room or interior—give the designer new freedom and control in finishing wood surfaces!

Pen-Chrome brings out the natural beauty of wood as it seals, water-

proofs, dries to a soft, lustrous finish. Its economy suggests a wide variety of applications in homes, stores, offices, hotels, institutions.

See your O'Brien dealer today, or write on your letterhead for new color folder and free sample. The O'Brien Corporation, 101 N. Johnson Street, South Bend 21, Indiana.

IN 10 USEFUL MODERN TINTS: Maple, Sandalwood, Bleached Mahogany, Driftwood, Platinum, Blonde, Light Oak, Dark Oak, American Walnut, Mahogany



By the Makers of Famous...  
**O'BRIEN  
PAINTS**



# **GOLD BOND**

## **ACOUSTIMETAL**

**THE FIREPROOF, WASHABLE  
ACOUSTICAL TILE FOR  
EXACTING SOUND  
CONTROL**



"ACOUSTIMETAL" is the last word in sound conditioning! It provides maximum noise reduction and high light reflection. It's practically indestructible, and of course, it's *fireproof* to fit new building code specifications.

"Acoustimetal" is adaptable to remodeling as well as new building. The perforated Acoustimetal Pan, containing spacer-grid and sound absorbing Acoustipad, is quickly and simply snapped into the patented T-Bars mounted on the ceiling. Ideal for use with modern troffer type lighting. The satin-smooth baked enamel finish is smart in appearance and can be washed repeatedly and repainted again and again without loss of sound absorption. The 12" x 24" pans are quickly removable, for repair

to wiring, piping, and air ducts. True, Acoustimetal costs more than ordinary inflammable sound conditioning, but the savings in maintenance more than cover the difference. For complete details, write for our new illustrated Acoustimetal folder!

**You'll build or  
remodel better with  
Gold Bond**

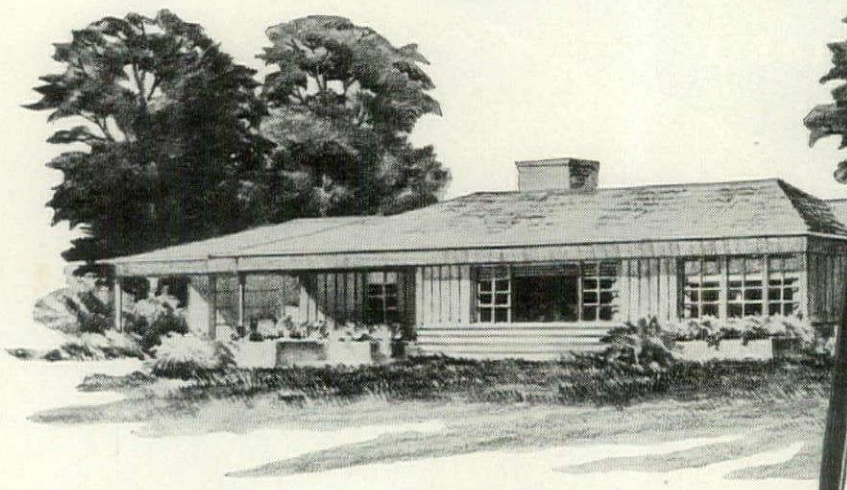
**NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.**

*Over 150 Gold Bond Products including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock wool insulation, metal lath products and partition systems, wall paint and acoustical materials.*

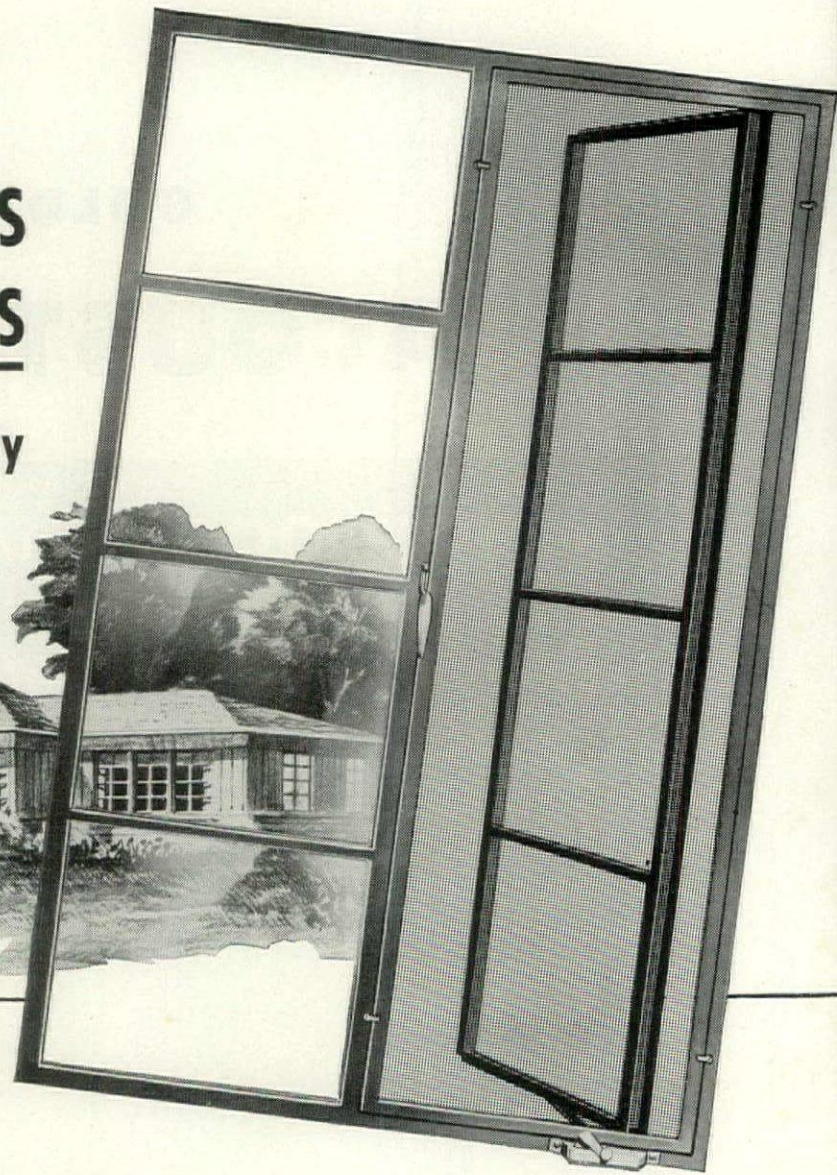


# HOW TO REDUCE COSTS WITH STANDARD PARTS

—without limiting individuality



Fenestra Residence Casement Type 2414N. Specially designed to provide a high-quality window at lowest cost. Sized to fit 2'10" x 4'6" opening. Single ventilator provides 50% opening—more than you get with ordinary windows—yet it costs much less than windows with two ventilators.



Fenestra Casements, used singly or combined into complete walls of windows, can help you keep window costs down.

Standardization makes this possible. It permits mass production that results in lower first cost. It minimizes installation problems—speeds construction.

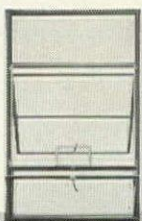
The benefits of standardization are obtained without restricting individual design. Fenestra's family of Steel Casements is so planned that there is a right window for every location in the house. There's a wide range of widths and heights with vents that swing right or left. Muntin bars can be removed when clear glass areas are desired.

Of course, the popular benefits of Fenestra Casements are all there . . . easy opening . . . better ventilation . . . safe cleaning of both sides from inside the room . . . more glass

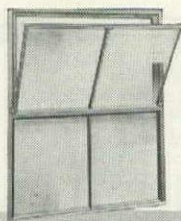
area per opening . . . easy application of storm sash and screens . . . horizontal muntin lines that enhance architectural beauty.

The benefits of standardization apply to all Fenestra Windows—Pivoted, Commercial Projected, Combination, Projected, Casement, Security, Basement, Utility. Likewise to Fenestra Swing, Slide and Turnover Doors. And Fenestra Metal Building Panels for floors, walls, ceilings, roofs and partitions.

You'll find full information on Fenestra Windows and Doors in Sweet's Architectural File for 1948, Section 16a-14—Panels in Section 3c-1. Better yet, call or write us. Detroit Steel Products Company, Dept. AF-4, 2251 East Grand Blvd., Detroit 11, Michigan.



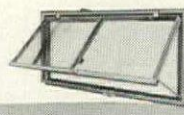
FENCRAFT  
WINDOWS



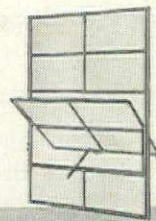
UTILITY  
WINDOWS



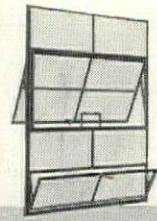
CASEMENT  
WINDOWS



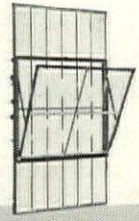
BASEMENT  
WINDOWS



PIVOTED  
WINDOWS



COMMERCIAL PROJECTED  
WINDOWS



SECURITY  
WINDOWS



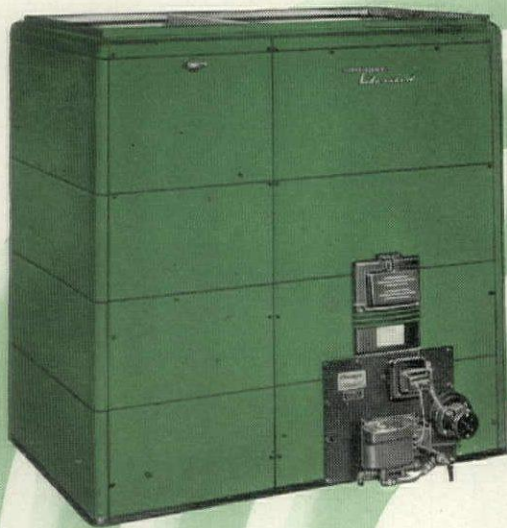
METAL  
DOORS

# Fenestra

## BUILDING PRODUCTS

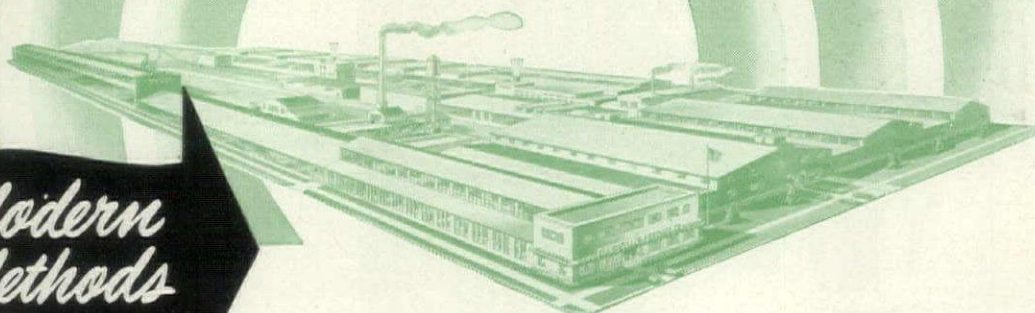
Windows • Doors • Building Panels





The Mueller Climatrol Type 202 Oil-Fired Winter Air Conditioner can be supplied with either a pressure-atomizing or a vaporizing-type burner. Both the 202 and its companion 201 Gravity Furnace (above) are convertible to AGA-listed gas-fired units at low cost.

*Modern  
Methods*



## ... turn out **Mueller Climatrol Products** that you can recommend with confidence and pride

If you could make a trip through Mueller's modern factory, you'd know why you can always count on Mueller Climatrol to deliver the superlative comfort home-owners want. The Mueller factory covers a broad expanse of over 15 acres. Every square foot is devoted to the manufacture of quality products by the latest methods and equipment — to give modern homes truly modern heating equipment — and to give your clients extra-dollar value.

The heart of this great modern plant is the Mueller Climatrol engineering laboratory. Its job is to keep Mueller Climatrol products in the lead.

That standard has built the 91-year reputation of the Mueller name. That standard has kept Mueller Climatrol comfort a favorite in American homes.

Experience has taught you that you can chalk up another happy home every time a Mueller Climatrol is installed on your recommendation. That's because Mueller Climatrol delivers years of satisfying comfort with sound economy.

So recommend Mueller Climatrol for every job — it really pays! For additional information — write for bulletins today! *L. J. Mueller Furnace Co., 2001 W. Oklahoma Ave., Milwaukee 7, Wis.*

**M U E L L E R**

*Climatrol*

REG. U. S. PAT. OFF.

B-39



FOR GAS



FOR OIL



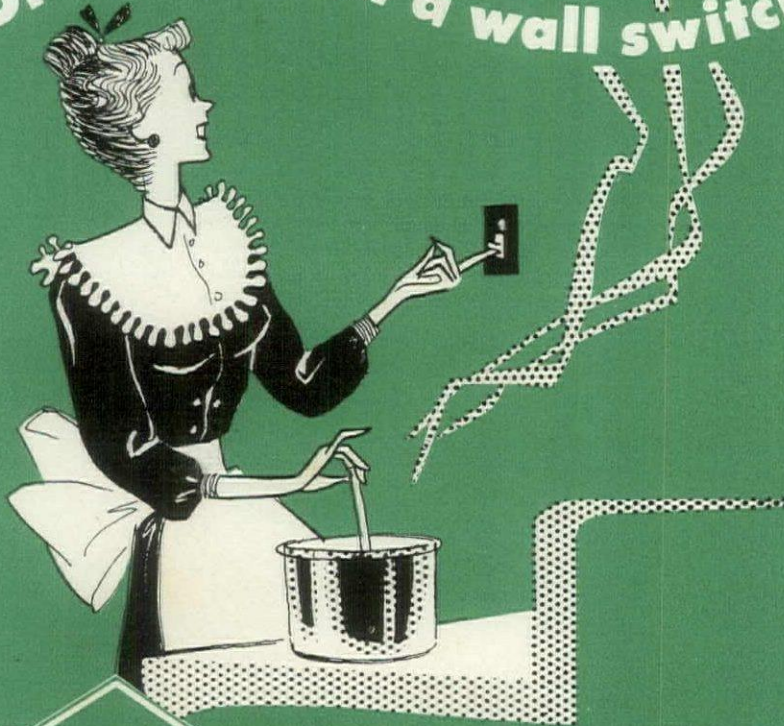
FOR COAL



## TECHNICAL LITERATURE

THE AIR YOU BREATHE SHOULD BE AS PURE AS THE WATER YOU DRINK

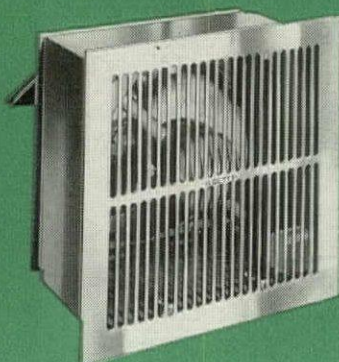
Operate from a wall switch



**ILG**

**VENTILATION**

For satisfied clients, specify this fully automatic kitchen ventilator! Locate the ventilator in any outside wall, control its operation from a conveniently placed wall switch. It's quiet, it has plenty of capacity for average size rooms (500 c.f.m. and the rating is certified), it's designed and built to operate for decades, it's handsomely styled for modern interiors. Phone nearby Branch Office (consult classified director) or send coupon for Booklet No. 521 giving complete specifications.



Auxiliary motor, operated from wall switch, controls opening and closing of weathertight outer door, causing ventilator to start or stop.

**ILG ELECTRIC VENTILATING CO., CHICAGO 41, ILL.**

2899 N. Crawford Ave., Offices in more than 40 Principal Cities

☐ Rush copy of new Booklet No. 521

Name.....

Address.....Zone.....

City.....State.....



**FREE!** Get your copy of this new, complete home ventilation booklet.

in like periods. A glance out of the window of any tall building over the windows of an American city at dusk, or the prospect through a railroad car window as the train speeds through a factory area during the night shift is enough to impress anyone with the extent of the switch from incandescent to fluorescent lighting in factories and offices. General Electric's booklet concerns in detail their ballasts for fluorescent installations, the reactors which limit the current to the proper operating value, a part of fluorescent lighting which determines its quality as much as any other part does. Starters, filters for suppression of radio interference, capacitors, and D-C operation of fluorescent lamps also are treated.

**FLOOR BOXES.** National Electric "800" Floor Box and Service Fittings. National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh, Pa. 4 pp. 8 1/4 x 10 in.

As structural spans are pushed to their greatest dimensions by designers who wish to keep floor space flexible with non-permanent, non-load bearing partitions, electrical outlets in the floor assume more importance than wall outlets. This booklet contains information on one type of such floor boxes, including not only its applications for light and power, but also for telephone, signal, and bell systems.

**ACOUSTICS.** Sound Insulation of Walls and Floors. National Bureau of Standards, U. S. Department of Commerce, Washington 25, D. C. 15 pp.

As a result of heavier outside traffic, the increased use of electrical and mechanical equipment within buildings, and the modern tendency toward thinner walls and floors, there is a growing demand for better sound insulation. To aid in obtaining data for the design of buildings having a satisfactory resistance to sound transmission, the National Bureau of Standards constructed equipment to measure the sound insulation of various types of structures. In cooperation with building materials manufacturers, a number of tests on constructions ranging from heavy masonry to glass and thin fiberboards have been made.

Sound Insulation of Wall and Floor Constructions, prepared by Albert London of the Bureau staff, summarizes the data obtained in tests at the Bureau on the sound transmission of wall, partition, and floor panels. A 15-page pamphlet, it contains the results of measurements on all constructions tested since the issuance of the original report in 1939 and the first supplement in 1940. In addition to data of this type, the original report also gives a general discussion of the factors which determine the transmission of sound through partitions. BMS Report 17 and Supplements 1 and 2 may be obtained only from the Superintendent of Documents, Washington 25, D. C., at a cost per copy of 20 cents, 5 cents and 10 cents, respectively.

**SANITARY WARE.** Formed Metal Porcelain Enameled Sanitary Ware, Commercial Standard CS 144-47. U. S. Department of Commerce, Washington 25, D. C. 13 pp. 6 x 9 in. Price, 10 cents.

This trade-developed standard provides a uniform basis of quality for bathtubs, lavatories, kitchen sinks, laundry trays, and other plumbing fixtures having an acid-resisting porcelain enamel coating on an iron or steel base pressed to shape from sheet metal. The requirements, which are general and not limited to specific types or sizes, include minimum thickness, quality of enamel coating, and certain maximum tolerances, together with texts for the enamel coating, and for rigidity and warpage. The standard, which has been widely endorsed by all branches of the industry, is intended for incorporation in plumbing codes and purchase specifications, and may be made effective for ordinary purchase by means of labels bearing a statement of compliance with the standard, though no form of government control or regulation is involved. (Continued on page 202)



"We *Save time and money* with  
Modern J&L Steel Junior Beam Floors"

*DeLashmutt Brothers, Barcroft Apartments, Arlington, Va.*



Construction view, Barcroft Apartments, No. 6 & No. 7, Arlington, Va.—containing 469 apartments; part of a \$10,500,000 apartment project. DeLashmutt Brothers, Owners & Contractors; Rosslyn Steel and Cement Company, Washington, D.C., Junior Beam Distributor.

Simple, time-and-work-saving construction features J&L Steel Junior Beam floors.

Easy-to-install J&L Steel Junior Beam floors are widely used for modern homes, too.



**Fire-proof, vermin-proof, shrink-proof floors for both residences and apartments**

There are three reasons why DeLashmutt Brothers, owners and contractors, and Albert D. Lueders, Architect, selected J&L Steel Junior Beam Floors for the modern \$3,500,000 Barcroft Apartments just being completed in Arlington County, Virginia, near Washington, District of Columbia.

**First**—they cost less, in both time and labor. The extreme simplicity of construction with J&L Junior Beams cuts labor cost and saves time on the job—factors of vital importance under today's conditions.

**Second**—they cut maintenance cost to a minimum. Because they are rigid, vibration-free and shrink-proof, J&L Junior Beam floors elim-

inate the "settling" which causes plaster cracks, sagging doors, sticking windows—and costly repairs.

**Third**—J&L Junior Beam floors are fire-safe, which means an additional saving through the lowest possible insurance rates.

There is a nation-wide trend to this modern type of steel floor construction—for residences, apartments and other light occupancy buildings. This trend is a "natural," because J&L Steel Junior Beam floors are: ● Rigid and Vibration-free ● Shrink-proof ● Termite-proof ● Fire-proof ● Permanent ● Easy to install ● Adaptable to any finished floor ● Economical

When you build, build better at lower over-all cost, with J&L Steel

Junior Beam Floors.

Junior Beams, made exclusively by Jones & Laughlin Steel Corporation, are available now through your favorite steel warehouse—or through J&L service warehouses at Chicago, Cincinnati, Detroit, Memphis, New Orleans, New York and Pittsburgh.

**ARCHITECTS! CONTRACTORS! BUILDERS!**

Send for descriptive literature and engineering data on J&L Junior Beams and J&L Junior Beam floors. Use the coupon!

Jones & Laughlin Steel Corporation  
Room 401, 311 Ross St., Pittsburgh, Pa.

Gentlemen: Please send me complete data on J&L Junior Beams and Junior Beam Floors.

NAME \_\_\_\_\_

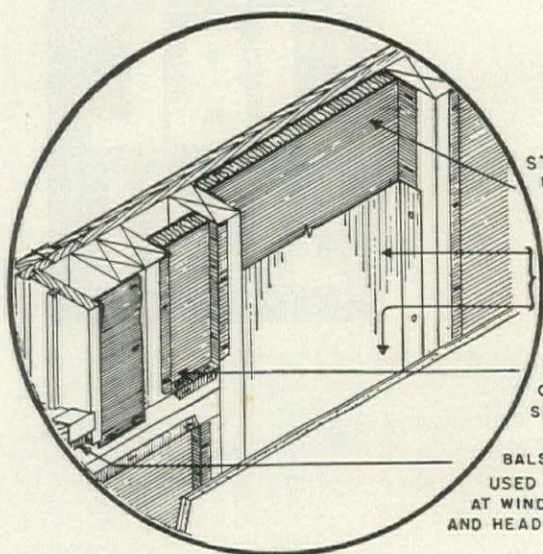
COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**JONES & LAUGHLIN STEEL CORPORATION**



## For insulating Cold Air Ducts or Plumbing Pipes



*Balsam-Wool application  
around windows and air ducts  
—Balsam-Wool Data Sheet  
Sec. C, No. 1.*

STANDARD  
BALSAM-WOOL  
APPLIED AGAINST  
SHEATHING

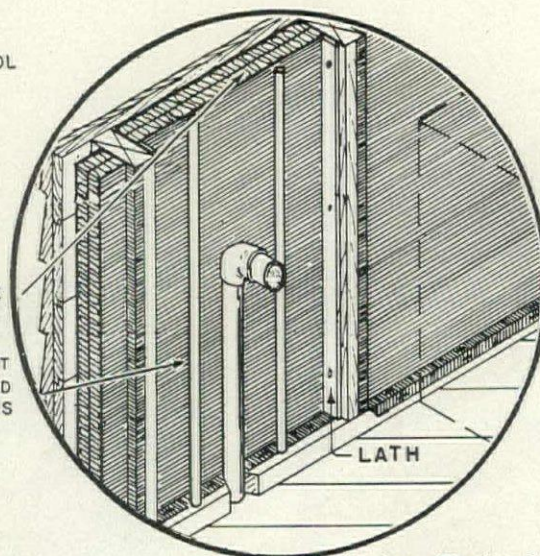
GALVANIZED SHEET  
METAL BACK ON  
COLD AIR RETURN

STANDARD BALSAM-WOOL  
CUT TO FIT NARROW  
SPACE

BALSAM-WOOL FIBRE  
USED TO CAULK CRACKS  
AT WINDOW SILL  
AND HEAD

DOUBLE-THICK  
BALSAM-WOOL

BLANKET  
BEHIND  
PIPES



*Balsam-Wool applica-  
tion to outside walls of  
bathroom—Application  
Data Sheet Sec. C, No. 2.*

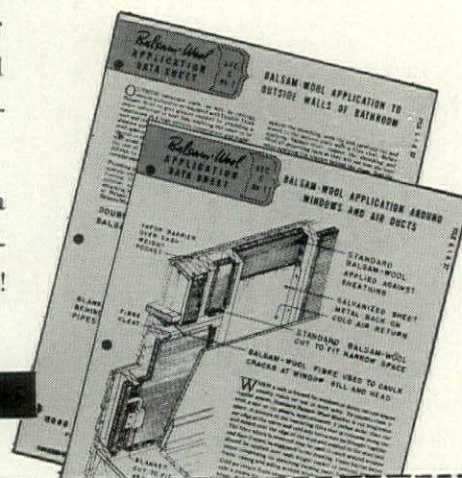
# Balsam-Wool

## gives Better Protection

What is the modern way to protect plumbing pipes placed in outside walls? What is a more effective way of insulating cold air ducts? Balsam-Wool Sealed Insulation has the answers. You'll find them in Balsam-Wool Application Data Sheets—a comprehensive collection of data you'll want for your files.

Prepared by qualified architects, the 32 Balsam-Wool Data Sheets provide hard-to-get facts on insulation application problems. A complete set is yours for the asking—mail the coupon!

**SEND NOW FOR YOUR SET!**



# Balsam-Wool



**SEALED INSULATION**

\*REG. U. S. PAT. OFF.

**BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD**

**WOOD CONVERSION COMPANY**  
Dept. 147-48, First National Bank Building  
St. Paul 1, Minnesota

Please send me a set of Balsam-Wool Application Data Sheets.

Name.....

Address.....

City.....State.....



*And THIS was  
yesterday's "problem child!"*



Ingenious use of compactly designed Case vitreous china plumbing fixtures turns "problem" space into a powder room—one of the most convenient rooms in a house and one valued highly by owners and buyers. With its 19" overall height, the one-piece Case T/N\* water closet offers the flexibility of placement required. This is a quiet free-standing fixture with positive *non-overflow*. The Cosmette Lavatory, in overall size as small as 20" x 13½", is a perfect companion to the T/N\*. Wall hung or with chrome legs, it features an extra large basin, handy shelf space and concealed front overflow. Case plumbing fixtures are distributed nationally—see your Classified Telephone Directory or write to W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853.

\* PATENTED





## TECHNICAL LITERATURE

COMBINES  
COPPER  
AND  
FABRIC  
IN

1

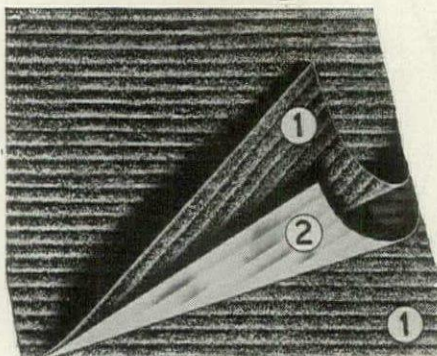
*Flashing  
Material*

Climbing building costs focus the spotlight on Wasco Copper-Fabric Flashing for heavy construction.

FOR SEVEN REASONS:

(1) it forms a permanent barrier to water and vapor; (2) the rough textured surface forms a tight bond with mortar; (3) the fabric protects the copper from electrolysis; (4) it is flexible to allow forming by hand, saves labor; (5) it is delivered to the job cut to exact sizes, saves cutting costs and waste; (6) saves dollars in initial cost; (7) saves many more dollars in speed of application.

**wasco**  
COPPER-FABRIC  
*Flashing*



1. Asphalt Impregnated Fabric  
2. Copper Sheet

### OTHER WASCO PRODUCTS

**COP-R-TEX:** Pure electro-sheet copper backed with reinforced waterproof Kraft paper.  
**COPPERSEAL:** Pure electro-sheet copper coated on both sides with tough bituminous composition.

See Sweet's 8 d-6. Write for File-Folder, "Improved Method of Handling Turn - up," and Sample.

**WASCO FLASHING COMPANY**  
86 BROADWAY CAMBRIDGE, MASS

**ELEVATORS.** Information Bulletin B 2036-8-47. Otis Elevator Co., 260 11th Avenue, New York 1, N. Y. 7 pp. 8½ x 11 in.

This addition to the passenger elevator file describes the Otis Full Collective Control Elevator equipped with the Optional-Attendant feature, which—by means of an attendant switch on the car operating panel—may be set for either passenger or attendant operation. Primarily considered in this folder are the characteristics of the "attendant" type of operation ("Automatic" type of operation is discussed in a separate bulletin, B-2026). Many situations which arise in elevator operation are mentioned and explained.

**INDUSTRIAL ELEVATORS.** Pow-R-Truck Elevators. Otis Elevator Co., 260 11th Avenue, New York 1, N. Y. 8 pp. 8½ x 11 in.

The increasing use of power trucks for pallet stacking in sorting and loading of banks of small cartons has created the need for very rugged elevators in warehouses and other industrial buildings. The difference in load to be raised is often that between 500 lbs., the usual hand truck load, and 8,000 lbs., which is not unusual for a loaded power truck. Not only must the straight problem of increased power be considered, but the less obvious problems of impact loading, off-balance loading, and extra static loading must be met. This pamphlet describes Otis' answer, their Pow-R-Truck freight elevator.

**TEXTILE FIBERS.** Nylon Textile Fibers in Industry. Nylon Div.

E. I. du Pont de Nemours & Co., Wilmington 98, Del. 30 pp. 6 x 9 in. Industrial uses of the synthetic fiber, nylon, since its discovery in 1930 and release on the market in 1938, are listed in this book. The text is intended not only to suggest to the reader specific places where the product may be well used in his business, but also to stimulate constructive thinking to find new uses possibly in building. Industrial uses of nylon enumerated include application in the automotive field, such as car, truck, and bus tires; marine application, and uses in the laundry industry. Sections are devoted to nylon's properties of strength, lightweight, toughness and abrasion resistance, elasticity, low moisture absorption, heat setting, resistance to light, chemicals, heat; and attack by mildew, mold, and insects; non-flammability, and non-toxicity.

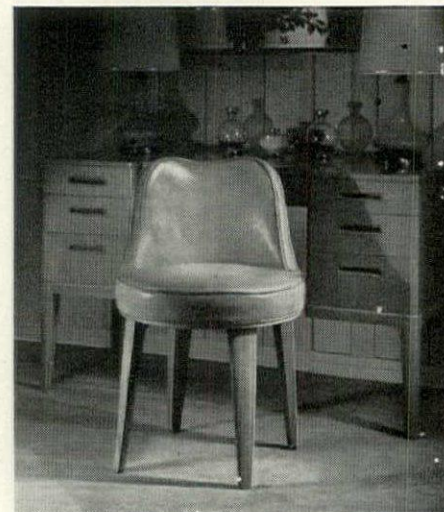
**RESIN ADHESIVES.** Plastics Div., American Cyanamid Co., 30 Rockefeller Plaza, New York City, 12 pp.

American Cyanamid's new brochure, produced in full color and available on request, describes the company's products, illustrates the wide range of applications where they have been found effective, and indicates the extent of savings and sales advantages which, the company claims, may be gained through their use.

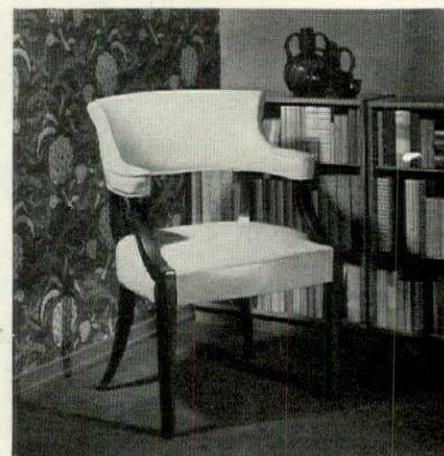
**BUSINESS.** Sched-U-Graph. Remington Rand Systems Div., 315 Fourth Avenue, New York 10, N. Y. 6 pp. 8½ x 11 in.

As housing continues to show reluctant signs of becoming a real industry, real industrial methods in product control are becoming important to fabricators and other key men in the new picture. Checking or reversing the sharp rise in break-even points is of direct importance to men in such operations. Sixteen lines of attack on break-even points through methods of reducing costs and increasing production are outlined in this illustrated brochure. Specific procedures, based on case history experiences of successful operations, these include suggestions that can be adopted directly, or adapted to fit special requirements of manufacturing, purchasing, planning, scheduling, and storing departments of large and small companies.

(Continued on page 206)



**DUNBAR**  
*For*  
**MODERN**



Send 25 cents for 28-page profusely illustrated booklet packed with Modern decorating ideas.

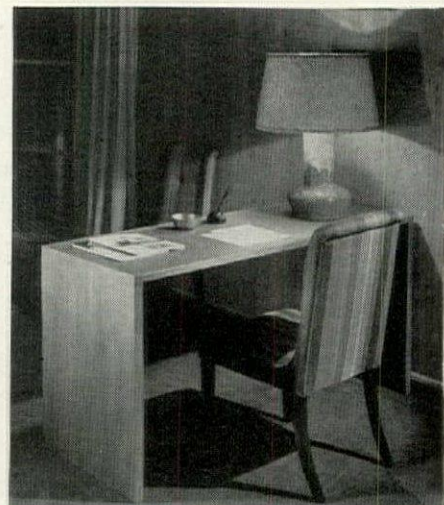
**DUNBAR FURNITURE MANUFACTURING COMPANY**

BERNE, INDIANA

1638 Merchandise Mart, CHICAGO 54, ILL.

203 Clarendon St., BOSTON 16, MASS.

227 E. 56 St., NEW YORK 22, N. Y.





# A \$10 added investment in **NICHOLS** "neverstain" ALUMINUM WOOD SIDING NAILS

on this 5-room house would have saved a \$200 repaint job

No more rust streaks to ruin a nice paint job when you use Nichols "Neverstain" Aluminum Wood Siding Nails. They are the greatest improvement in nails since the wooden peg. Siding installed with NICHOLS "Neverstain" ALUMINUM NAILS can never become rust streaked or discolored as in the case of the steel-nailed siding shown in the photo below. Hammer blows on the heads of galvanized nails may chip off the zinc, exposing steel to rust. Copper nails may give off a dark hued oxidation.

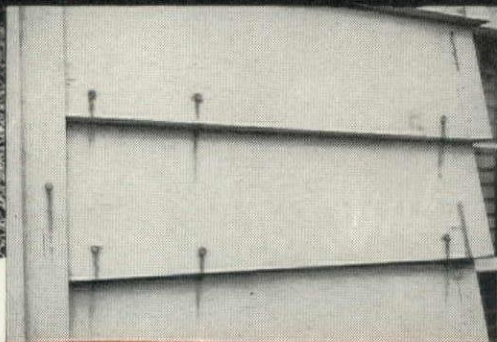
ALUMINUM  
IS NOT  
A SUBSTITUTE!

**RUST PROOF • EASY TO DRIVE • ETCHED TO HOLD**

*More Nails per Pound*

Made of a special alloy, these aluminum nails are rust proof *all the way through*, as aluminum cannot rust. They are etched for added gripping power and drive easily and straight. You get about three times more aluminum nails per pound than steel nails of the same size.

(Available in 50 lb. kegs in sizes 6d (2" long, 12 Ga., 17/64" head), 7d (2 1/4" long, 12 Ga., 17/64" head) and 8d (2 1/2" long, 11 Ga., 19/64" head).)



Actual photo of siding on frame residence showing how stains from ordinary nails have ruined a white paint job in less than eighteen months time.

## OTHER TYPES OF NICHOLS "neverstain" ALUMINUM NAILS

COMMON — Sizes 4d to 20d.  
SHINGLE — (Standard) — Length 7/8" and 1 1/4", Ga. 12 1/2, head 9/32".  
ROOFING — Length 7/8" to 2 1/2", Ga. 10, head 7/16".  
PLASTER BOARD — Length 1 1/4", Ga. 12 1/2, head 5/16".  
ASBESTOS SHINGLE — Length 1 1/4" and 1 3/4", Ga. 11 1/2, head 10/32".  
CEDAR SHAKE — Length 1 1/4" and 1 3/4", Ga. 14, head 5/32".

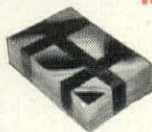
**SPECIFY NICHOLS "neverstain" ALUMINUM NAILS ON YOUR BUILDINGS**

**Other Famous NICHOLS "neverstain" Products**

*Will not rust or stain buildings*



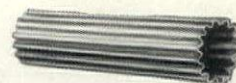
**ROLL VALLEY**  
14", 20" and 28" widths.  
One continuous coil of  
50 ft. per carton.



**FLASHING SHINGLES**  
Available in 5" x 8" and 8" x 10" sizes. 5" x 8" packed 500 pcs. per bundle. 8" x 10" size packed 250 pcs. per bundle.



**EAVES TROUGH**  
5" half round, 10 ft. lengths, .027" thickness (23 U.S. Std. Ga.).



**CONDUCTOR PIPE**  
3" Plain and Corrugated Round. 10 ft. lengths. .020" thickness (26 U.S. Std. Ga.).

All necessary fixtures for gutters and down spouts are also available.

*Write today for circulars illustrating, describing and pricing Nichols products.*

**NICHOLS WIRE & ALUMINUM CO.**

Main Office: Davenport, Iowa  
Warehouses: Mason City, Iowa and Battle Creek, Mich.



5 ADVANTAGES ARCHITECTS SHOULD KNOW... ABOUT

# VARLAR

## *Stainproof Wall Covering*

**It's Stainproof** beyond any other wall covering ever created, resisting stains of *all* kinds caused by public or domestic wear. Resists fire, water and vermin, too!

**It's Durable** and comes up smiling-fresh after 25,000 soap and water washings... over 20 years' normal care! Varlar's stainproofness *completely* penetrates and lasts for life!

**It's Beautiful** with stunning new tone depths achieved by an entirely new process giving rich, warm hues because the coloring is built from the ground up... *goes clear through*... not just a surface coating.

**It's Versatile**, offering a complete line of 92 handsome styles suitable for lasting, satisfying use in every room or passageway... public or private, domestic or commercial.

**It's Available Now** with all 92 styles in full production to supply the demand for this completely new, revolutionary wall covering medium of enduring beauty.

**SEE AND TEST VARLAR YOURSELF... FREE!**

Splatter, smear, write on, even walk on amazing Varlar... and watch it come clean with soap and water. Send this handy coupon for your free sample of durable, stainproof Varlar.

VARLAR INC.

DIVISION OF UNITED WALLPAPER CHICAGO  
INC.

**TEST VARLAR YOURSELF... FREE!**

VARLAR, INC., Dept. B-48  
Merchandise Mart, Chicago 54, Illinois

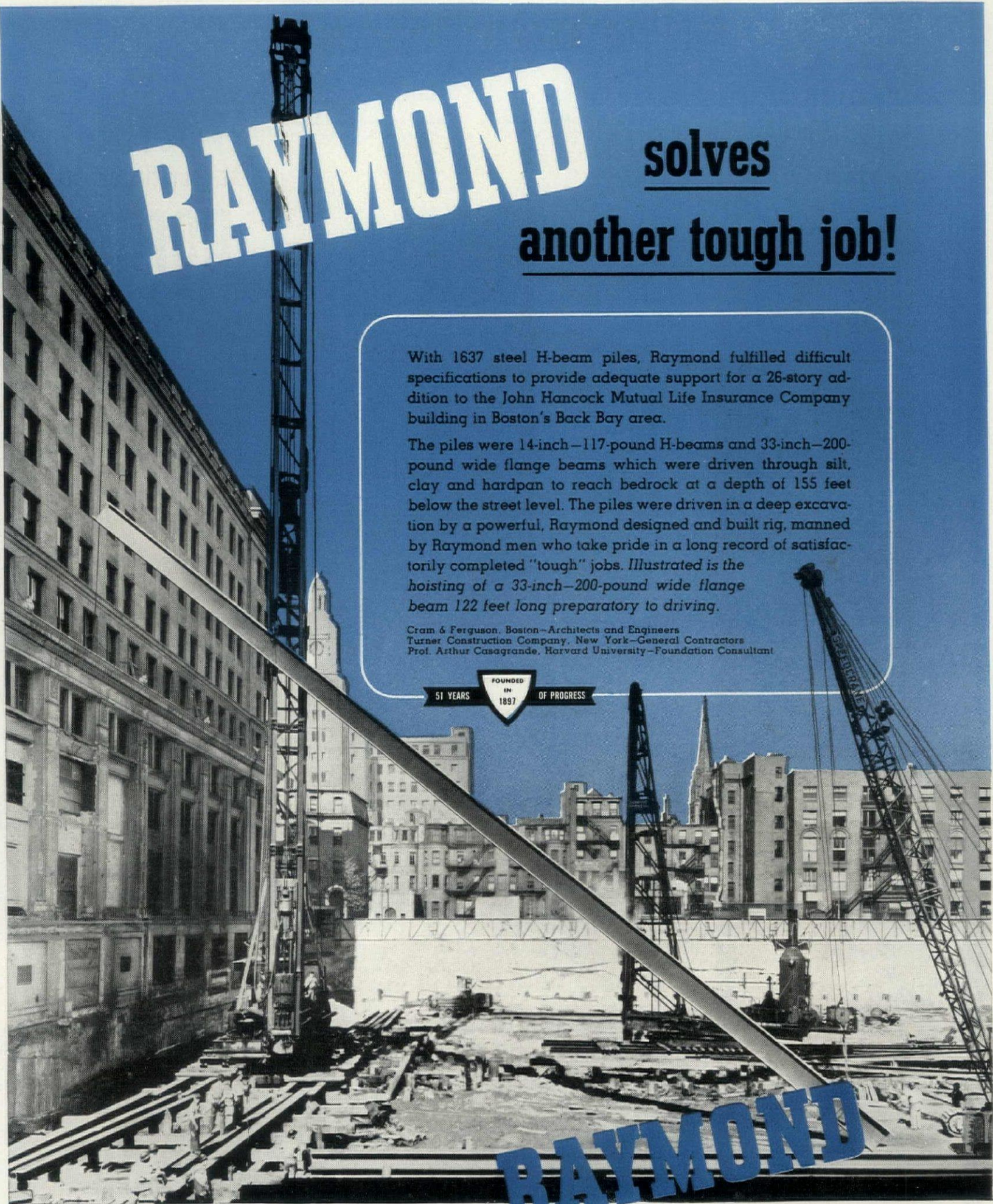
Sounds too good to be true... so send me my free Varlar sample and I'll see it, test it for myself!

Name.....

Address.....

City..... Zone..... State.....





# RAYMOND

**solves**  
**another tough job!**

With 1637 steel H-beam piles, Raymond fulfilled difficult specifications to provide adequate support for a 26-story addition to the John Hancock Mutual Life Insurance Company building in Boston's Back Bay area.

The piles were 14-inch-117-pound H-beams and 33-inch-200-pound wide flange beams which were driven through silt, clay and hardpan to reach bedrock at a depth of 155 feet below the street level. The piles were driven in a deep excavation by a powerful, Raymond designed and built rig, manned by Raymond men who take pride in a long record of satisfactorily completed "tough" jobs. *Illustrated is the hoisting of a 33-inch-200-pound wide flange beam 122 feet long preparatory to driving.*

Cram & Ferguson, Boston—Architects and Engineers  
Turner Construction Company, New York—General Contractors  
Prof. Arthur Casagrande, Harvard University—Foundation Consultant

51 YEARS

FOUNDED  
IN  
1897

OF PROGRESS

# RAYMOND

● THE SCOPE OF RAYMOND'S ACTIVITIES...

includes every recognized type of pile foundation—concrete, composite, precast, steel, pipe and wood. Also caissons, construction involving shore protection, shipbuilding facilities, harbor and river improvements, borings for soil investigation.

**CONCRETE PILE COMPANY**

Branch Offices in Principal Cities of the  
United States and Latin America

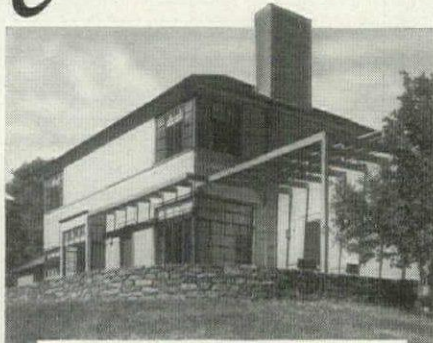
140 CEDAR STREET • NEW YORK 6, N. Y.



## TECHNICAL LITERATURE

Facts you'll want  
to know about

*Cabot's Paints*



Architect: Willis N. Mills  
New York

By the patented Collo-pake process the pigments in Cabot's Collopake Paints are reduced to particles many times as fine as in ordinary paints and colloidally dispersed in the vehicle.

Because of this, Cabot's Collopakes have tremendous hiding power and are extremely durable. And because pure pigments with no filters or adulterants are used, Cabot's Gloss Collopakes retain their fresh, lively colors for years.

*Cabot's  
Collopakes*

offer you a wide  
variety of colors

5 Greens, 9 Reds and Browns,  
4 Blues, 2 Creams, 2 Grays, Old  
Virginia White and Cabot's  
famous Double White.

Write for color cards  
and complete information. Our  
laboratory will gladly help you  
with your color problems.

**Samuel Cabot, Inc.**

2122 Oliver Building, Boston 9, Mass.

**PLANNING.** Planned for Selling. Alexander Smith & Sons Carpet Co., Yonkers, N. Y. C. H. Masland & Sons, Carlisle, Pa. 49 pp. 12 3/4 x 10 in.

Prepared as part of a program to help retail stores in the remodeling of rug departments, *Planned For Selling* presents design and fixture recommendations for every size rug and carpet department and store. Featuring sketches and photographs accompanied by detailed descriptive text and 15 working drawings of various display fixtures, the guide also contains a series of eight layouts for floor covering departments ranging in size from 600 to 2,400 sq. ft. Innovations in fixtures, carpet racks and cabinets, display units and architectural details are illustrated. Such fundamental subjects as the correct use of color and proper balance of light are discussed. The work, based on national field surveys of department and furniture stores of all types and sizes, was prepared by Robert Heller Associates, Industrial Designers.

**GEOGRAPHIC DISTRIBUTION OF CONSTRUCTION IN THE U. S. 1939-1947.** A special supplement to the Construction and Construction Materials Industry Report, January 1948, prepared by the Construction Division, Office of Domestic Commerce, Department of Commerce, Washington 25, D. C., 8 1/2 x 10 1/2 in.

The significant regional movement in construction activity throughout the country during the war and reconversion years are documented and interpreted in this special report prepared by Sidney Gertler and Henry B. Schechter of the Department of Commerce's Construction Economics Section. The shifting of construction activity westward and southward during the eventful years covered in the report is analyzed by Schechter and Gertler in terms of population changes and growth, income payments and also the war-created increase in industrial facilities. Emphasis is placed on the wartime construction role of the Pacific States, especially California which became the leading state in construction after 1939 and has maintained that position. In the postwar pattern, however, the East North Central States replaced the Pacific States during 1946 and the Middle Atlantic States, which in 1939 had been in first place, occupied third place during that year.

The report is intended to supplement data on State distribution of types of construction activity between 1939 and 1946, which appeared in the May 1947 Statistical Supplement to the Construction and Construction Materials Industry Report.

**USE OF CONSTRUCTION MATERIALS 1947-1948.** Construction and Construction Materials Industry Report for January 1948. Bureau of Foreign and Domestic Commerce, U.S. Department of Commerce, Washington 25, D. C., 49 pp. 8 x 10 1/2 in.

This report outlines the significance of the record production year 1947 in the construction and construction materials field. Difficulties caused by short supply of vital construction materials after the war were alleviated considerably by last year's production. Eighteen of the 20 materials included in the Commerce Department's Composite Index of Production for Selected Construction Materials recorded higher production levels during the first 11 months of 1947 than in the corresponding period of the previous year. National shortages of several materials and local shortages of many others were still a factor at year's end, however. Extension of the 11 month's data indicates that the Composite Index will slightly exceed the previous all-time peak level of production reached in 1925 and will be at least 5 per cent above the recent high figure reached in 1941.

Estimates of the dollar volume of total construction activity for 1947 and 1948 are also included in the report. Total new construction estimate for 1948 is \$15,200,000,000 presupposing that approximately 970,000 dwelling units will be placed under construction this year.

(Continued on page 210)

EFFICIENCY  
at your fingertips

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4 colors in 1 pencil

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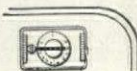
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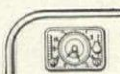
Duo-Cook Combination  
deep well cooker  
and surface unit.



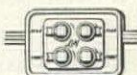
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and left unit.



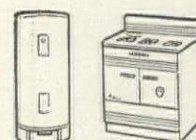
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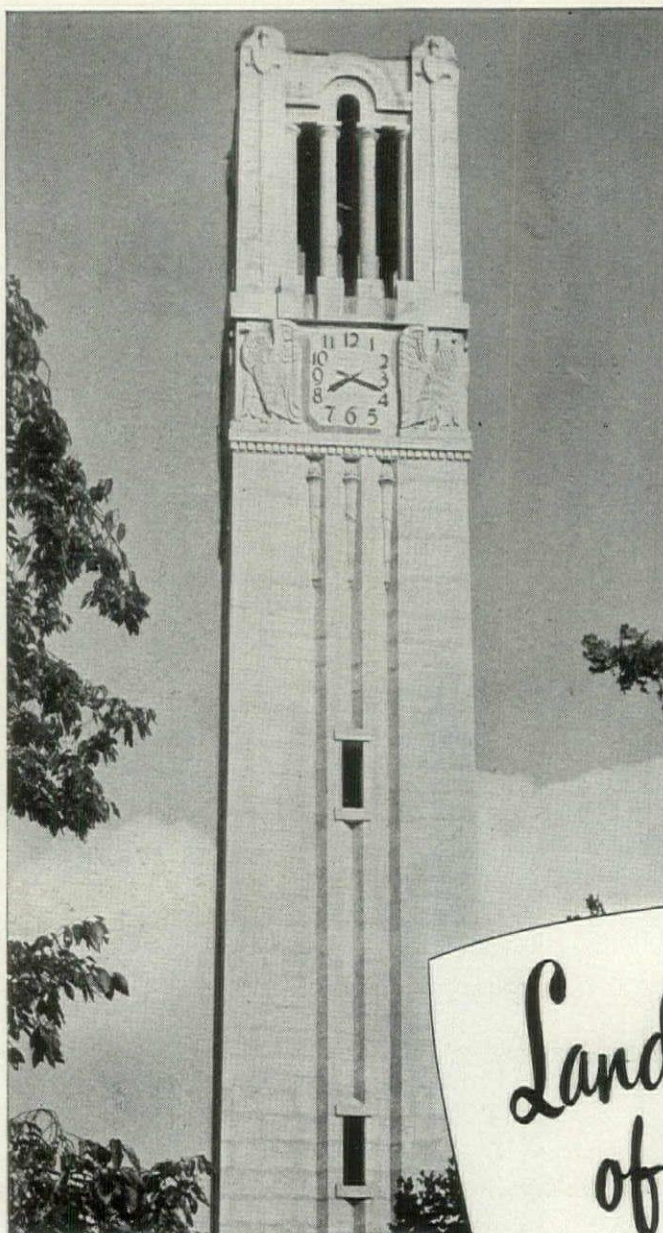
A. J. LINDEMANN & HOVERSON Co., Milwaukee 7, Wis.



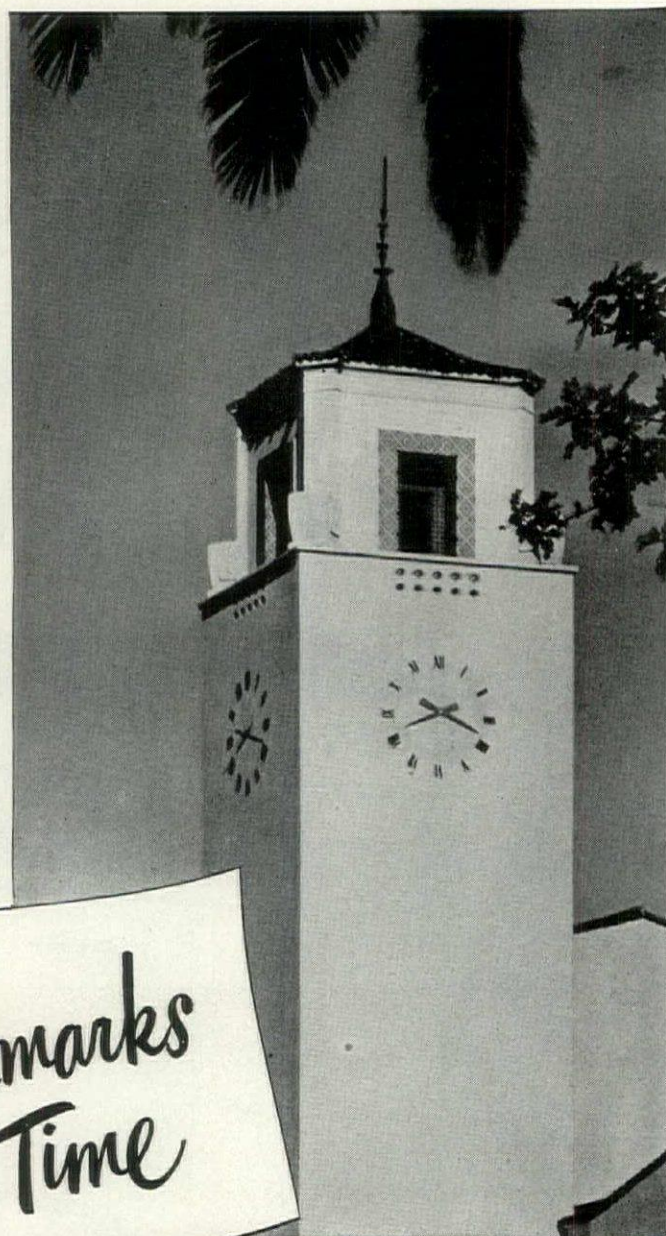
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IBM 48:15  
Architectural Record—March, 1948  
Architectural Forum—April, 1948



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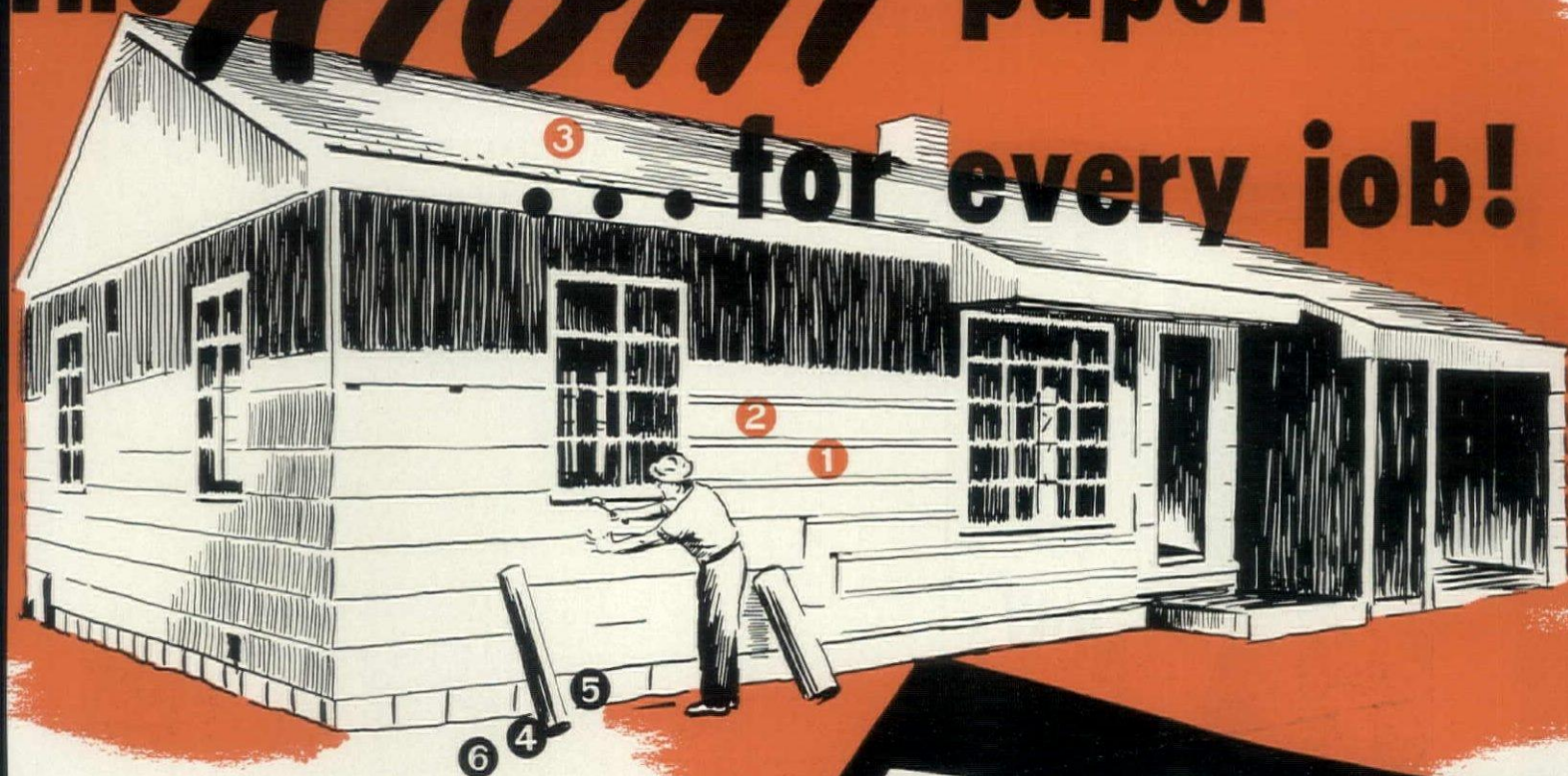
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Progressive Architects and Builders will welcome F. H. A. Field Order 771, requiring a vapor barrier on the warm side of the wall in all frame walls where insulation is added. Anyone who has read The Small Homes Council Circular, F6.2,

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## TECHNICAL LITERATURE

### REQUESTS FOR LITERATURE

ALEXANDER S. COCHRAN, architect, 411 N. Charles St., Baltimore 1, Md.

M. P. DAVID, 48 Bridge St., Merthyr Tydfil, Glam., South Wales.

RAY N. FAULKNER, Department of Art, Stanford University, Stanford, Calif.

JOHN N. KAISER, Penn Keystone Corp., Box 257, Phoenix, Ariz.

M. SCHLEYEN, c/o Prof. Tcherniavski, 6 Frishman St., Haifa, Palestine.

ROY M. SCHOENBROD & Associates, architects and engineers, 1253 N. La Salle St., Chicago, Ill.

EDWARD SHATZ, designer-draftsman, King St., Croton-on-Hudson, N. Y.

LAMBERT J. SOUCEK, JR., architect, 628 York Rd., Hinsdale, Ill.

JOSEPH STEIN, architect, 110 Grand St., Waterbury, Conn.

WILLIAM KING STUBBS, Amman Building, 102 North Second St., Monroe, La.

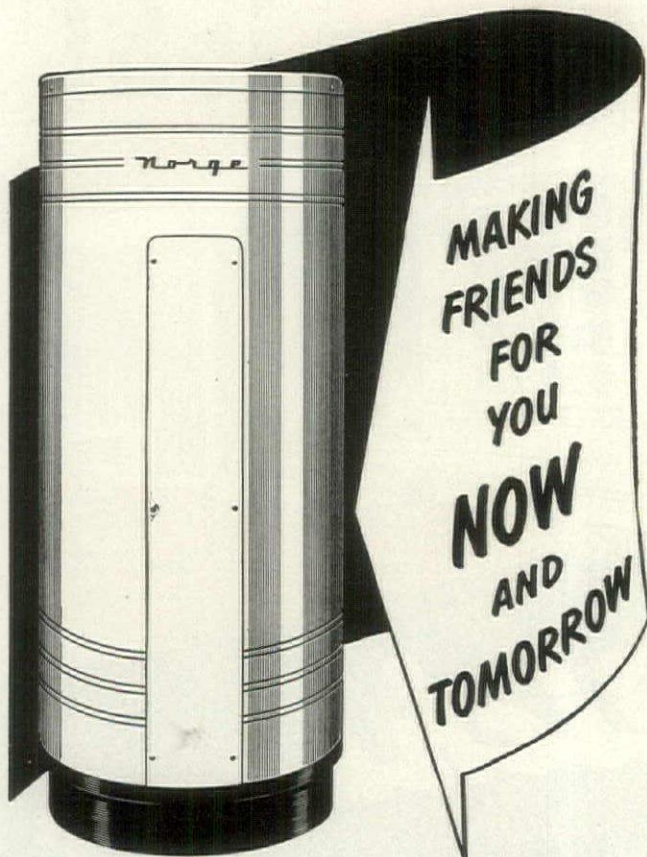
ALAN VANSTONE, architectural student, 92 Kimberly Rd., Cardiff, Great Britain.

JAMES E. WESTPHALL, architectural student, 310 N. Kenmore, Los Angeles 4, Calif.

JAMES B. WHITE, engineering student, Virginia Polytechnic Institute, Box 1350, Blacksburg, Va.

RICHARD WIGGINS, architectural student, 867 Joslin St., S. E., Grand Rapids, Mich.

WALTER WISZNIA, Wisznia-Schenker Industrial Designers, 1111 Buford Ave., Corpus Christi, Tex. (Continued on page 214)



# NORGE

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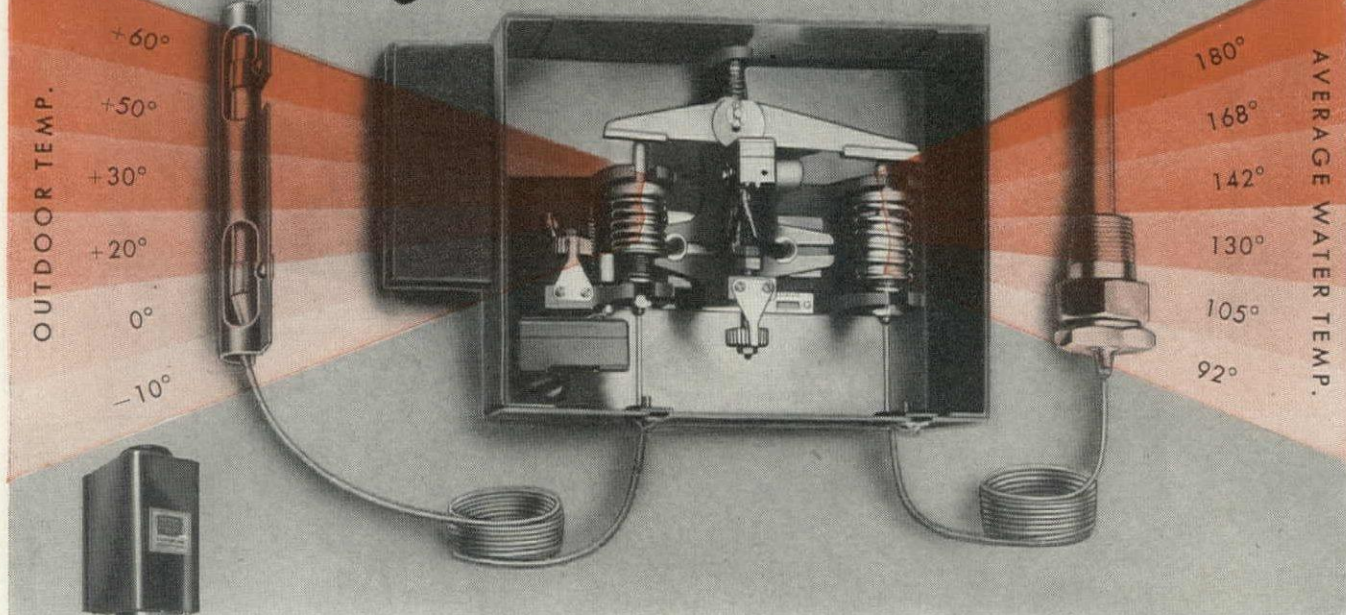
**CROWN CORK & SEAL COMPANY**

Machinery Division, Baltimore 3, Md.



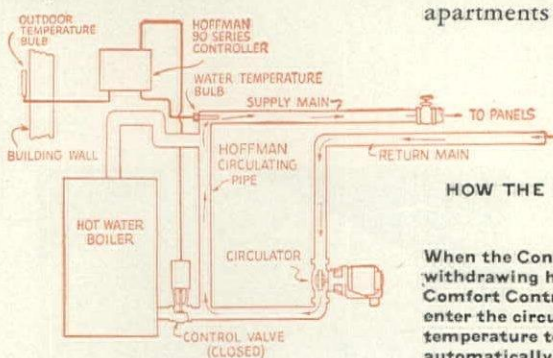
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HOFFMAN SPECIALTY COMPANY, Dept. AF4, 1001 York St., Indianapolis 7, Ind.

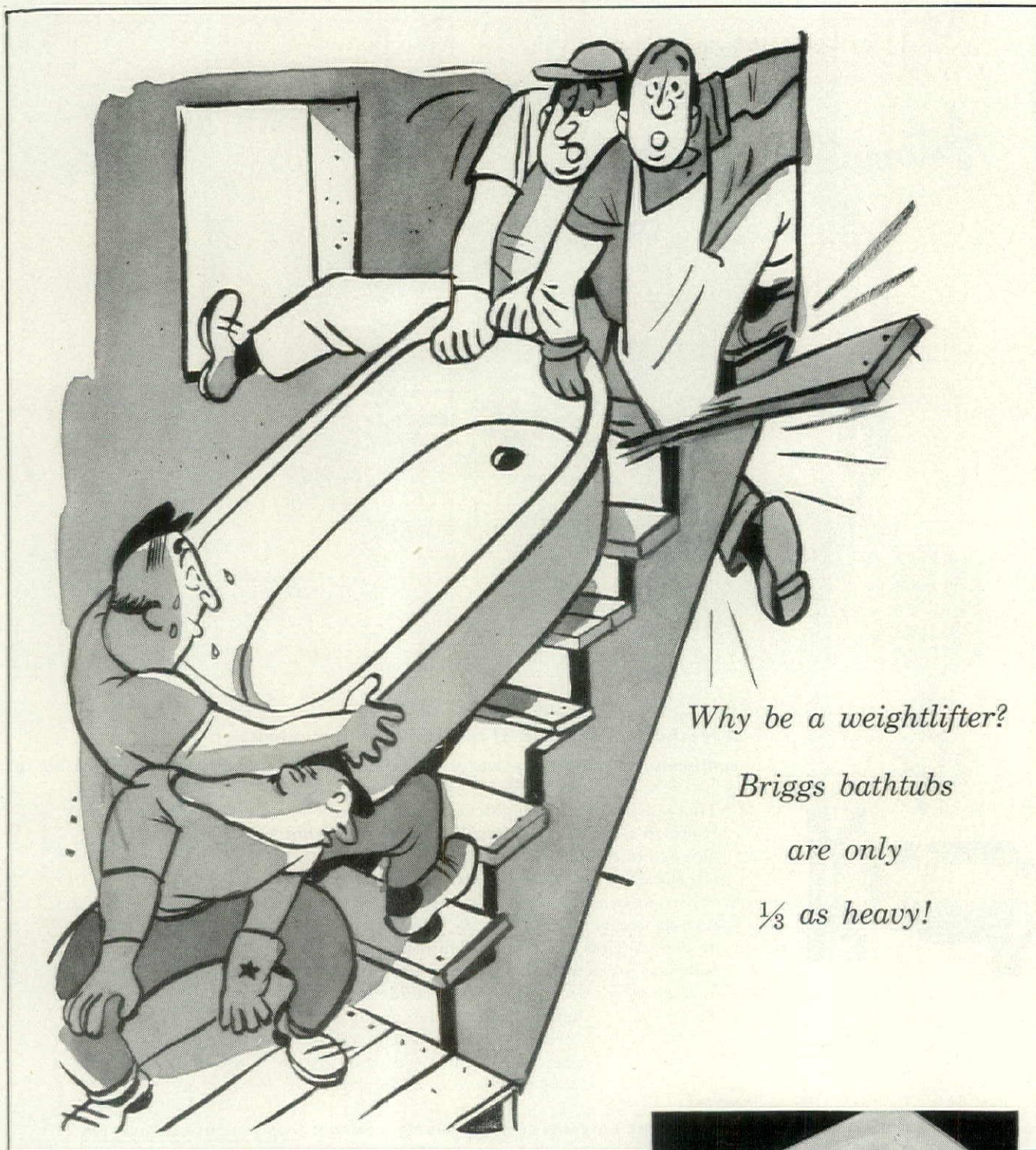
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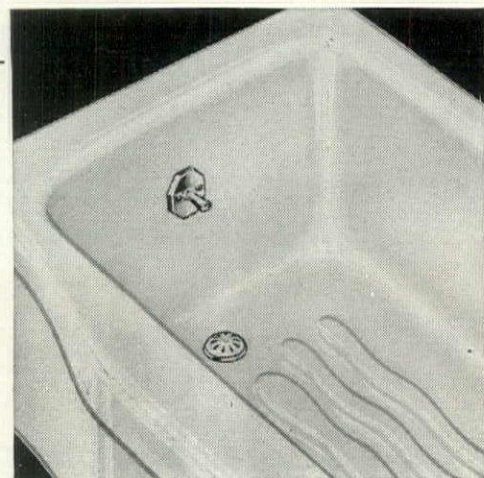
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### REQUESTS FOR INFORMATION

WILLIAM ARILD JOHNSON, architect, First National Bank Building, Everett, Wash., requests manufacturer's data on mechanical and electrical equipment.

N. KOTLOWITZ, furniture manufacturer, Designed Furniture Manufacturers, 23 Pedersen St., P. O. Box 2538, Capetown, South Africa, requests literature on modern furniture, office and store fixtures, etc., for all types of building interiors, offices and shops.

WALTER B. LEVERING, 120 Broadway, New York, N. Y. requests information on wood and steel residential windows.

WALTER MARCH, 136 W. 88th St., New York City, requests literature on farm buildings of all types.

SIDNEY MARTIN, builder and developer, 96 Front St., Worcester 8, Mass., requests information on materials and equipment suitable for use in small and medium size dwellings.

CHARLES McKENNA, contractor, 1415 New York Ave., Union City, N. J., desires literature on materials and equipment for residential construction, especially radiant heating.

GORDON McKNIGHT, architect, 1 Rosapenna Dr., Belfast, Ireland, requests literature on products applicable to medium-size residential and commercial work.

JOSE LUIS MOIA, architect, Freire 801, U. T. 73 Pampa 8975, Buenos Aires, Argentine, requests information on materials and equipment for homes.

F. V. NELSON, 67 Decatur Court, Dale Park, Oxnard, Calif., requests information on air conditioning and radiant heating; electrical, structural, mechanical and sanitary design data for construction of administrative buildings, supersonic wind tunnels, hospitals and airports.

(Continued on page 218)

## FORUM Magazine of Building

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The Architectural **FORUM** Magazine of Building



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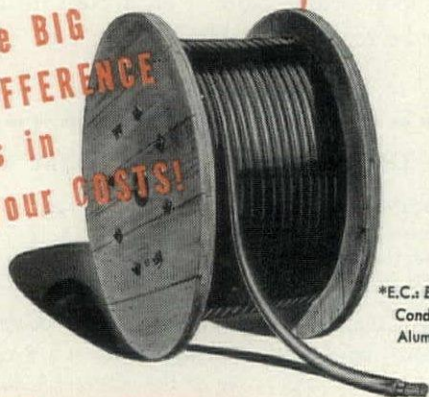
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You'll be amazed at the savings in costs—when you figure your bill of materials in *aluminum*! Try it—on a single job!

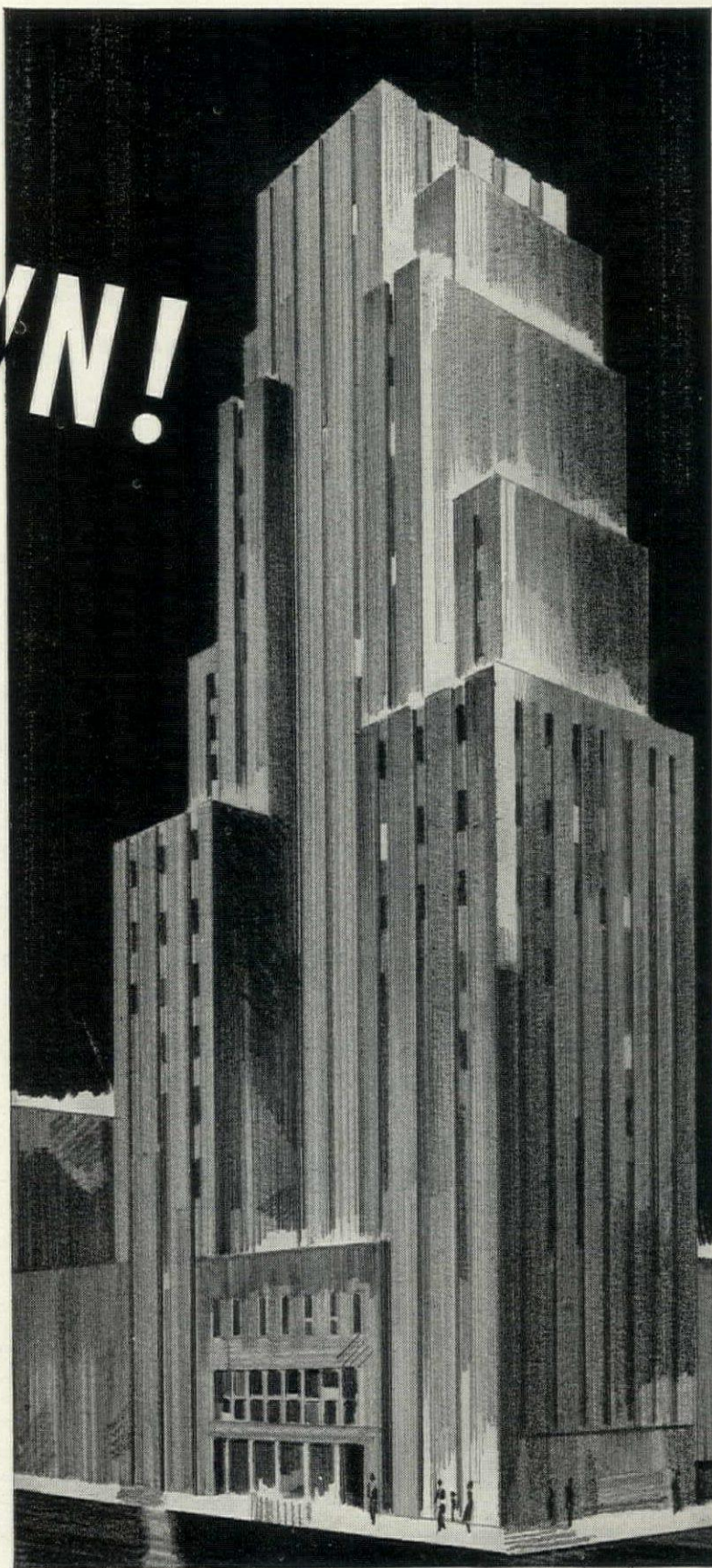
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COMPETITION of 1948

*offering 161 cash prizes ranging from \$100<sup>00</sup> to \$1,000<sup>00</sup>  
each for the best ideas for furnishing and decorating various rooms of homes*

ALL ENTRIES MUST BE RECEIVED BY 5 P. M. OF JUNE 7, 1948

DO YOU have fresh and interesting ideas for furnishing and decorating a living room, a combination living-dining room, a dining room, bedrooms for single and double occupancy, a kitchen, or a one room home?

So that it may present again this year to readers the widest range of the latest, best and most effective ways to furnish and decorate various rooms of homes, the Chicago Tribune is conducting the "Better Rooms" competition of 1948, offering \$26,250.00 in 161 cash awards ranging from \$100.00 to \$1,000.00 each for the best entries presenting ideas on this subject.

Just as the Chicago Tribune's competition last year was highly productive of ideas which set the pace in this field of popular interest, so the 1948 project has been designed to set new high standards of excellence in home interior fashions.

Here is an opportunity to give your talent and ability free play in planning one or more interiors just the way you would have them, without compromising in any detail. Here is a chance to win substantial monetary reward and national recognition for your efforts.

After the prize-winners have been selected, the Tribune plans to give them the widest publicity. It is the newspaper's intention to reproduce the winning ideas, or adaptations of them, week after week, in full color in the Sunday Tribune with its more than 1,600,000 circulation.

Everyone is eligible to compete, except Tribune employes, mem-

bers of their families, and of the Jury of Awards, which will be composed of persons competent and skilled in this field.

For complete information about how to submit an entry, write today for a free copy of the rules which will be sent postpaid. As is made plain by the anonymity provision of the rules, all entries will enjoy equally fair consideration in the judging.

Fill in the coupon below, paste it on a postcard and mail today. All entries must be received not later than 5 p.m. of Monday, June 7, 1948.

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Chicago Tribune, Room 2319  
Tribune Tower, 435 N. Michigan Ave.  
Chicago 11, Ill.

Without cost or obligation to me, please send by postpaid mail complete details and rules of the Chicago Tribune's \$26,250.00 "Better Rooms" Competition of 1948 to me at the address below.

AF-4-48

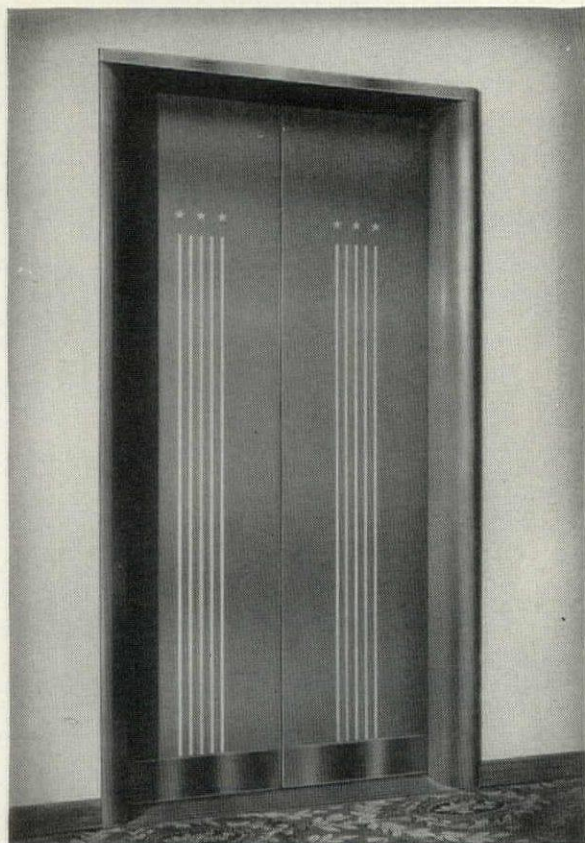
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Street and Number .....

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George H. Burrows & Associates, Architects.  
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### REQUESTS FOR INFORMATION

BOYD E. PHELPS, INC., architects-engineers, 232 Franklin St.,  
Michigan City, Ind., requests literature pertaining to hospital  
construction and equipment.

IHSAN M. SHERZAD, engineer, Arbil, Iraq, requests literature on  
residential design and construction, also data on engineering  
instruments.

SHORWELL PLANT HIRE LTD., Bowcombe Farm, Newport, Isle of  
Wight, desires information on building materials, equipment and  
precast concrete products which could be manufactured under  
license in Great Britain.

ROBERT R. SOWDER, architectural student, University of Virginia,  
350 14th St., Charlottesville, Va., requests literature on various  
types of brick and stone exterior surfacing materials.

STRUCTURAL DISPLAY CO., 71-01 51st Ave., Woodside, Long Island,  
N. Y. requests information on exhibition methods, materials and  
constructions.

THE BUILDING DEPARTMENT, SUNDERLAND TECHNICAL COLLEGE,  
Garden St., Sunderland, County Durham, England requests  
information on current building developments.

GEORGE VAMOS, consulting engineer, P. O. Box 1427, Wellington,  
New Zealand, desires catalogs and specification sheets on heating,  
ventilating and air conditioning equipment.

KEN WHITE ASSOCIATES, industrial designers, 20 E. 35th St., New  
York City desires information on materials and methods related to  
commercial interiors and exteriors.

WRIGHT & KREMERS, INC., engineers and contractors, Pine & Main  
Sts., Niagara Falls, N. Y. would like literature on the design of  
women's dress shops, particularly sportswear departments.

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churches, schools and public buildings of all kinds?  
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details and layouts.



CORK INSULATION CO., INC.

155 EAST 44th STREET, NEW YORK 17, N.Y.



*Seat With a Satin Skin-*

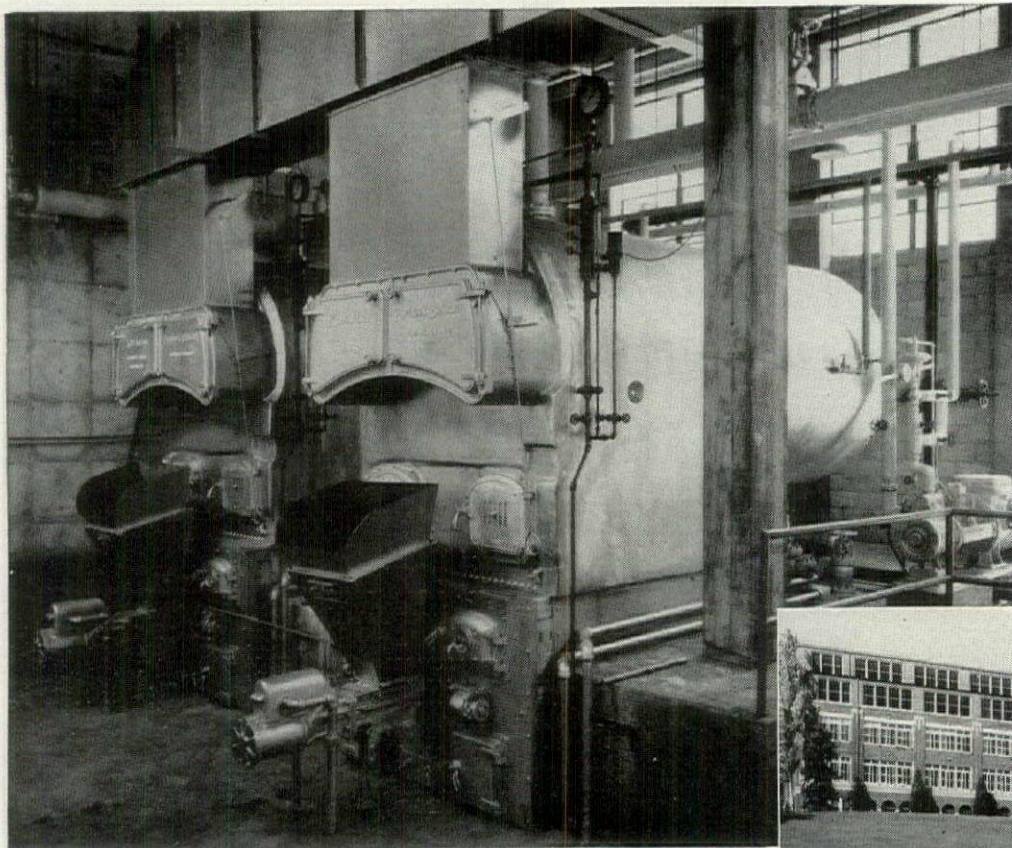


**BENEKE CSC**  
Celluloid Sheet Covered

**BENEKE CORPORATION**

Columbus, Mississippi, U.S.A. • Offices in Principal Cities

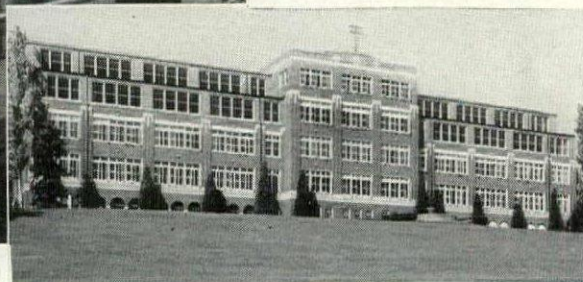




**In LAKE VIEW SANATORIUM  
Mendota, Dane County, Wis.**

Pair of Stoker Fired  
KEWANEE Heavy Duty  
Boilers for 50,000 square  
feet of steam radiation . . .

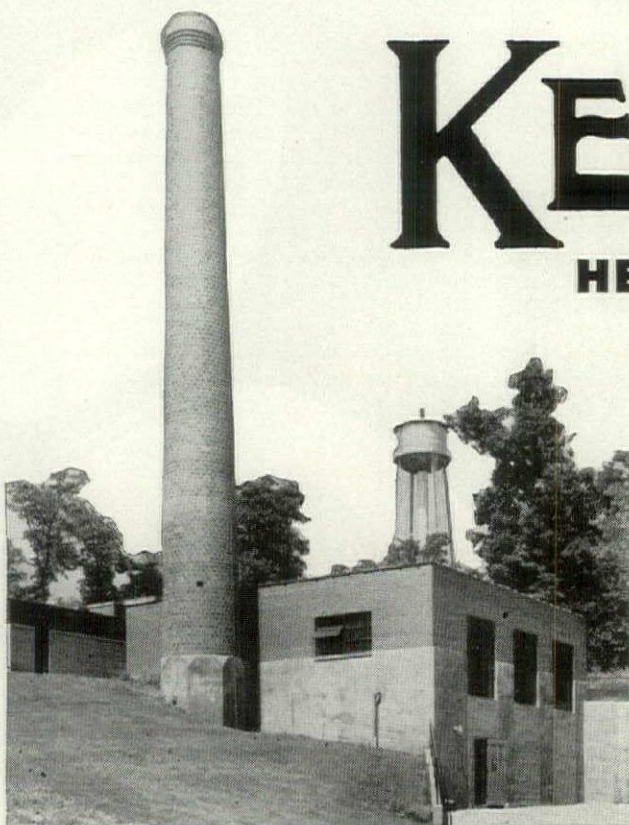
To have plenty in reserve  
for unusual demands is char-  
acteristic of Kewanee.



**STOKER FIRED**

# KEWANEE

## HEAVY DUTY BOILERS



**In every Kewanee there are extra values which mean longer life and lower fuel bills.**

Built extra well of extra stout steel. There is also extra sturdiness and extra fine finish in all castings so doors and frames fit tight.

There is extra room and height in the fireboxes to burn the fuel completely and extra long gas travel to extract all the usable heat. Extra wide waterways insure rapid circulation and steaming without turbulence. Extra steam space and height to take care of sudden emergencies with plenty of extra dry steam.

For Power, Process Steam or Heating the Kewanee Heavy Duty Series is built in sizes for 10 to 304 horsepower with mechanical or hand firing at 100, 125 or 150 working steam pressure.



Reg. U. S. Pat. Off.  
MEMBER

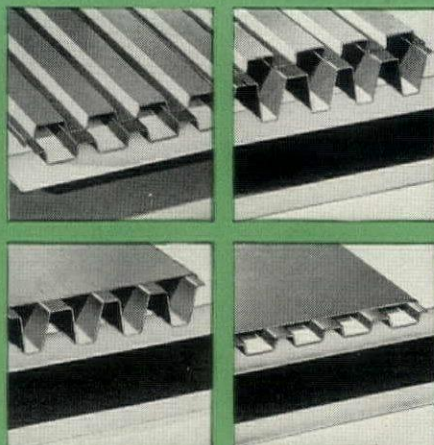
**KEWANEE BOILER CORPORATION**  
KEWANEE, ILLINOIS

Branches in 60 Cities—Eastern District Office: 40 West 40th Street, New York City 18

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION

**OVER  
75 YEARS  
BOILERMAKERS**





▲ The Q-Floor is available in a variety of depths suitable for whatever load-bearing strength is required. They are welded to the steel frame. Two men can lay 32 sq. ft. in half a minute, the main reason for the speedy construction. The dry steel floor becomes an immediate working platform for all other trades.

▲ National Standard Bldg., in Houston, Texas, was designed by Alfred C. Finn, Architect, R. J. Cummings, Struct. Eng., and R. F. Taylor, Mech. Eng. By using steel Q-Floors by the H. H. Robertson Co., of Pittsburgh, Pennsylvania, construction time is usually reduced 20 to 30%. These complete 4-hour floors, weighing less than forty pounds to the sq. ft., account for the remarkable building feat told in this story.

Construction is dry, free from forms and shoring; incombustible and clean. There is no delay for wet materials, another factor making for early completion date, a point much in mind with owners. Q-Floor, with suspended ceiling, weighs less than forty pounds per sq. ft., yet earns a four-hour fire rating.

## NATIONAL STANDARD BLDG. USES Q-FLOOR originally designed for 8 extra floors... got 14

The largest and most progressive postwar buildings have specified steel Q-Floor by the H. H. Robertson Company. Main reasons are that construction time saved makes for early occupancy date, offsetting possible occasional delay in delivery of steel.

Also, the electrical availability over the whole floor appeals to architects and owners alike. It saves architects great expense in the drafting room and increases the

building's earning power. The Q-Floor fittings can be seen at any General Electric construction materials distributor's.

National Standard Building in Houston was originally designed for eight monolithic stories to be added. W. A. Bellows, Houston contractor, was able to add fourteen stories because of the light weight of steel Q-Floor.

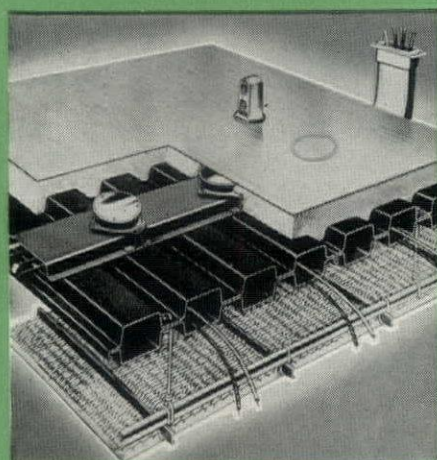
For details and cost (they cost less than the carpet that covers them) write to the

**H. H. ROBERTSON CO.**

2403 Farmers Bank Building  
Pittsburgh 22, Pennsylvania

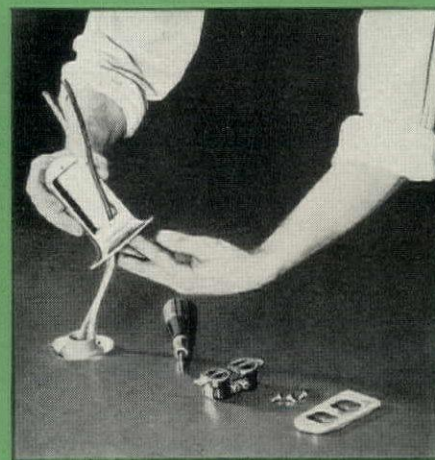


Offices in 50 Principal Cities  
World-Wide Building Service



◀ Tremendous amount of drafting room headache is saved by Q-Floor's electrical flexibility. The steel cells are crossed over by raceways for wire of all electrical services. An outlet can be set up on every six-inch area of the exposed floor. Layouts are permanently flexible. Outlets and partitions can be located after occupancy.

An electrician merely drills a small hole ▶ to establish an outlet. No fuss, no trenches. This relieves architects of need for costly electrical planning. The floor plans are always modern because Q-Floor is prepared for any electrical device, even those not yet on the market.





# SPECIFICATION AND BUYING INDEX

The advertising pages of FORUM are the recognized market place for those engaged in building. A house or any building could be built completely of products advertised in THE FORUM. While it is not possible to certify building products, it is possible to open these pages only to those manufacturers whose reputation merits confidence. This THE FORUM does.

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# What's my Name?

(A 63-second quiz about typical products in our big family of wiring materials.)



1

I never make a bit of noise, yet my smooth, efficient operation results in long service life that is something to shout about! Your clients like to see me in bedrooms, theaters, offices, and many other places where silence and top performance are especially desirable. What's my name?

2

Cost-conscious builders have found that it is often advisable to use me in place of lead-covered cable for installations in raceways in wet locations. They find that I am easy to install and can use smaller conduit. I really have two names. What are they?



3

When you step into a smart, modern store, you don't see me, but the fluorescent lighting will need less maintenance, and will stay on the job longer than ever if I'm there. You'll find me in ceiling and showcase fixtures, protecting them from the effects of heat and moisture. My name is a famous synonym for "heat beater." What is it?



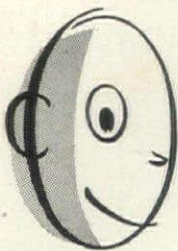
4

I am coated inside and out. It's difficult to hurt me with even the toughest treatment. My color is white when I fight atmospheric corrosion, black when I fight chemical action. Many types of boxes and fittings have been designed to go with me perfectly. My name is so well known that it should be easy to identify.



5

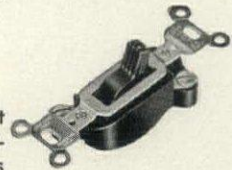
I have thousands of parts, of many sizes, types, and capacities. I am readily available in any quantity—all from a single source. My parent has the best-known name in electricity. Know what it is?



## ANSWERS

1

It's General Electric's silent mercury switch, the specification-grade switch that helps you plan to make good wiring better. We'd like to remind you, too, that it is now rated 10 amperes T, at 125 volts, to meet today's heavy loads.



2

My name is either G-E RW—for rubber-insulated, moisture-resistant wire—or G-E TW, for thermoplastic-insulated wire of the same type. We suggest you specify RW or TW for economy on the next raceway installation in any of the following: (1) underground; (2) in permanently moist locations; (3) in concrete slabs or masonry in direct contact with the earth.



3

It's Deltabeston\* fixture wire, the best protection you can specify for the wiring of lighting and fixture installations. And don't forget that *anywhere* you need to "beat the heat," Deltabeston wires and cables are the answer.



4

If you've ever specified conduit, you've probably guessed that these names are G-E White and G-E Black rigid conduit. They are bywords for top quality wherever conduit is used. The rest of the General Electric line of raceways includes boxes, hangers, fittings, "flex," and EMT—all made to work to the best advantage with one another.



5

The answer should be easy—General Electric's full line of wiring materials. Whatever you need—wire, cable, raceways, wiring devices, fluorescent accessories, of every variety—your best single source of supply for dependable quality is always General Electric. We'll be glad to give you full information on any products in this full line. Just write to Section K9-44, General Electric Company, Bridgeport 2, Connecticut.

**GENERAL  ELECTRIC**

\* TRADE-MARK REG. U.S. PAT. OFF.

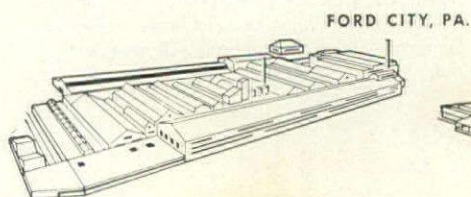


YOUR SUGGESTION  
WILL FIND QUICK  
ACCEPTANCE . . .  
*when you Specify*

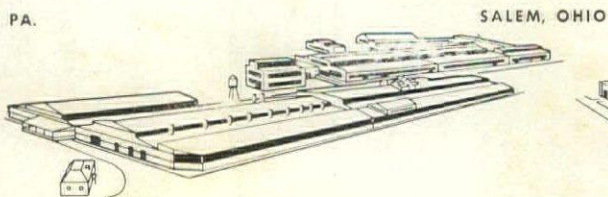
# ELJER

Architects and builders can be sure that millions of American families take pride and satisfaction in their Eljer-equipped bathrooms . . . that they enjoy the *extra convenience, long-life styling and superb quality* of Eljer's Fine Plumbing Fixtures. And this year, Eljer advertising in consumer magazines like The Saturday Evening Post will reach 75,000,000 people, many of whom will want Eljer Fixtures. Some of them will be *your* clients.

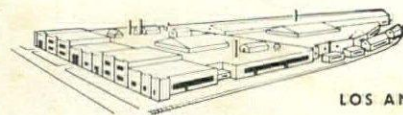
AS ADVERTISED IN THE SATURDAY EVENING POST



FORD CITY, PA.



SALEM, OHIO



LOS ANGELES, CALIF.

PLUMBING FIXTURES ARE OUR EXCLUSIVE BUSINESS... *17 Acres of It!*





## ELJER BATHROOMS... *Styling that "Lives"*



Enjoy the convenience of a bathtub with an end-seat . . . comfortable for foot bathing or a sitting shower. Think of the advantages of a low, wide front rim-seat . . . easy to step in or out, and ideal for bathing the children. It's a bathroom that *lives*, by making life more enjoyable for the entire family.

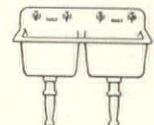
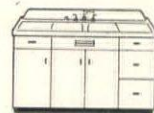
For almost half a century Eljer has been making quality fixtures . . . the best that *can* be made . . . in a wide variety of related styles and colors that match harmoniously to create a beautiful bathroom ensemble.

Our bathtubs are made of rugged, rigid cast iron . . .

coated with a heavy enamel finish. Lavatories and closets are *real vitreous china*. *Every* Eljer fixture resists scratching, stains and the effects of all ordinary acids. That is why the glass-like finish is so easy to keep spotlessly clean and new looking.

Ask your plumbing or building contractor about Eljer products, or write for Eljer's booklet "Fixtures of Beauty and Distinction". Eljer Co., General Offices, Ford City, Pa.

*Eljer's complete line of plumbing fixtures includes units for kitchen, laundry and bathrooms . . . in a variety of styles to satisfy every purse and purpose. Modernly-styled sinks, acid-resistant enamel fused on cast iron, especially designed to be used alone or in counter and built-in cabinet arrangements.*



MANUFACTURERS OF FINE PLUMBING FIXTURES SINCE 1904

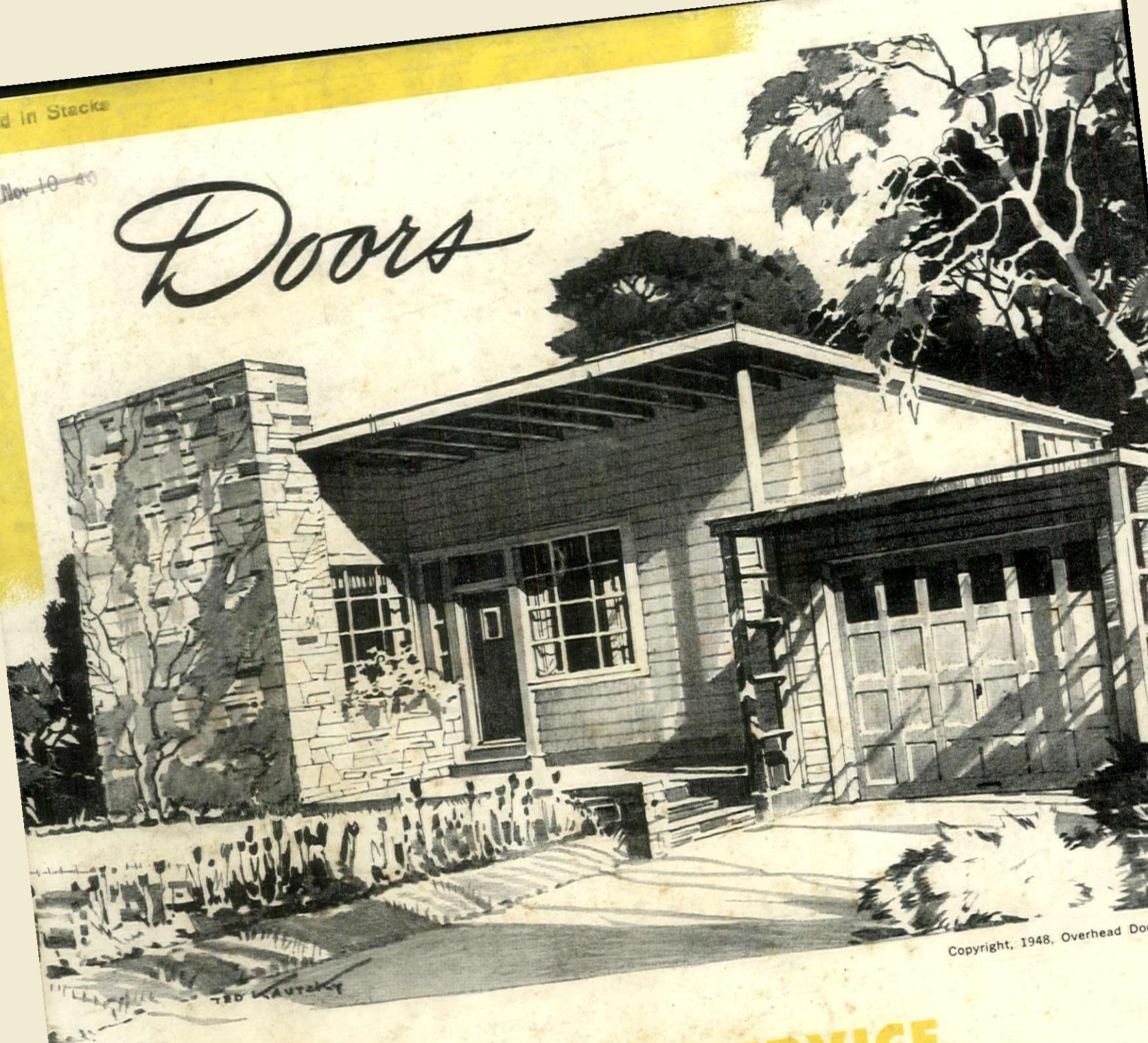
# ELJER

Factories at Ford City, Pa., Salem, Ohio and Los Angeles  
There are over Ten Million Eljer Fixtures in Use



Nov 10 48

# Doors



Copyright, 1948, Overhead Door Corporation

## of LASTING SERVICE

- Specify The "OVERHEAD DOOR" with the firm assurance that it will blend with any style of architecture, that its handsome appearance will always be preserved, and that its performance will always be instant and dependable. This quality door with the Miracle Wedge is known to millions of users as a door of quick, convenient operation and uninterrupted service. It is built as a complete unit for residential, commercial and industrial structures.

TRACKS AND HARDWARE OF SALT SPRAY STEEL

The **"OVERHEAD DOOR"**  
TRADE MARK  
WITH THE  
**MIRACLE WEDGE**  
CORPORATION

- Any "OVERHEAD DOOR" can be operated manually or electrically. Sold and installed by National Sales—Installation—Service.